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# USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

No. 73



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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### REPUBLIC OFFICIALS ON IMPORTANCE OF RECYCLING IN CONSUMER GOODS PRODUCTION

Moscow KOMMERCHESKIY VESTNIK in Russian No 9, May 83 pp 2-5

[Article: "The Horizons of Secondary Resources"]

[Text] The materials of the round table discussion under the motto "Local Resources Into the Matter!" were published in the journal KOMMERCHESKIY VESTNIK, No 22 for 1982. At the invitation of the editorial board executives of the ministries of local industry of the union republics, who came to Moscow, took part in it. A wide range of questions--the methods of the efficient use of industrial waste products and local raw materials, the intensive development of the home forms of the production of consumer goods, multisectorial cooperation, material stimulation and other problems--were touched up in the discussion. The solution of many of them, as was emphasized in the publication, depends not only on industry, but to a considerable extent on planning and supply organs and other departments.

The publication evoked an extensive response among many specialists and readers.

The materials of the round table discussed were examined by the USSR State Planning Committee, the councils of ministers of the Belorussian, Kirghiz, Lithuanian and other union republics. Some responses and reactions are published in this issue of the journal.

A Question of State Importance (Ya. Ryabov, first deputy chairman of the USSR State Planning Committee)

The USSR State Planning Committee has examined the material of the round table discussion and reports that definite work on the involvement of production scraps in the national economic turnover for the output of various products which are intended for meeting the needs of the population is being performed at the enterprises of the ministries and departments of union subordination, as well as in the republics.

The State Planning Committee has outlined a number of measures which concern the processing of secondary raw materials and the expansion of their use in industry in 1983. Assignments on the production of goods with the use of industrial waste



products (11 descriptions) have been approved for the first time for ministries, departments and the councils of ministers of the union republics. The considerable increase of the output of such products is envisaged for the 12th Five-Year Plan.

The question of the need for the coordination of the production of consumer goods for the country as a whole and the creation of the corresponding coordinating center was touched upon in the round table discussion. The State Planning Committee believes that the practical experience of the work of the interrepublic center for the distribution of the production of cultural, personal and household goods which are not centrally planned, which was created in 1976 in the Baltic republics, Belorussia and Moldavia, merits attention, and it is also advisable to use it in other regions of the country. The activity of the center promotes the planned specialization and concentration of the production of individual goods with allowance made for the demand of the population of the given region, as well as the increase of their quality. Taking this into account, the USSR State Planning Committee and the AUCCTU recommended to the councils of ministers of the union republic by a special letter in August 1982 to adopt the work experience of this Coordinating Center.

The question of the revision of the procedure of forming the fund of consumer goods was posed at the round table meeting. As is known, this fund, which is created at enterprises, is intended for increasing their interest in the maximum involvement of waste products in the production of consumer goods. In connection with the regulation of the wholesale prices for secondary raw materials (with allowance made for the technological value and consumer properties of their various types), which is being prepared, it is not advisable, in the opinion of the USSR State Planning Committee, to revise the procedure of the formation and use of the fund of consumer goods.

As to the other problems connected with the improvement of the use of secondary raw materials and waste products for the increase of the output of goods, the solution of which is in the competence of various ministries and departments, the USSR State Planning Committee reports that, for example, the question of the development of production under home conditions has been repeatedly examined by the USSR State Committee for Labor and Social Problems and the USSR State Planning Committee.

The enlistment of citizens in the production of some types of items made from local raw materials and waste products under home conditions is making it possible to decrease to a certain extent the tightness of the balance of manpower resources, to enlarge the assortment substantially and to increase the volume of output, first of all of mass demand goods. For increasing the interest of enterprises in the maximum attraction of additional sources of manpower the USSR State Planning Committee back in October 1981 established that the people working a partial workday or partial work week, as well as homeworkers are not taken into account in the limit of the number of workers and employees, which is approved for production associations, enterprises, organizations and institutions. Special decrees, which are conducive to the development of labor at home, have also been adopted in a number of union republics.

The need to extend the experience of the Belorussian SSR and Georgian SSR State Committees for Material and Technical Supply, which take into account in the plans of the distribution of material resources the waste products which are formed in

various sectors of industry, to all the territorial organs of the USSR State Committee for Material and Technical Supply was properly indicated at the meeting.

The practical experience of the Baltic republics, the Ukraine and Belorussia, in which comprehensive goal programs on the use of local raw materials and production waste, which make it possible to commit them as much as possible to the national economic turnover, also merits attention.

The problems of the improvement of the material stimulation of the enterprises, which use secondary raw materials extensively, standardization, pricing, as well as the provision of credits to the enterprises, which are implementing measures on the development of specialized capacities, are very important. The solution of these problems is called for in the draft of the Decree of the USSR Council of Ministers on the increase of the economic interest of state, cooperative (including kol-khozes) and other public enterprises and organizations, the improvement of the material incentives of citizens for the increase of the gathering, processing and use of secondary resources, household waste products and local types of raw materials, which is being elaborated by the USSR State Committee for Material and Technical Supply with the participation of a number of central departments.

The problem of the use of production waste and local raw materials for the increase of the output of consumer goods is complicated and multifaceted. But this question is of particular state importance and requires daily attention. Coordinated actions and the increased attention both of local, party and soviet organs and of the executives of the sectors at all levels of management and production are necessary for its solution.

The Work Is Only Beginning (D. Danilov, deputy chairman of the Belorussian SSR Council of Ministers)

Much attention is being devoted by us to the questions of the more extensive involvement of local reserves for the production of consumer goods and other products. A unified system of the identification of industrial waste products, their consumption, distribution in a planned manner and recording of use has been created. For this special structural subdivisions exist within the State Planning Committee and the State Committee for Material and Technical Supply.

Since 1980 annual balances of the formation and distribution of waste products, on the basis of which a consolidated balance for the republic is compiled, have been drawn up by associations and enterprises, regardless of their departmental subordination. Information lists of unused waste products are sent out by them for the drawing up of orders and subsequent distribution.

The permanent exhibition "The Use of Secondary Resources," at which more than 1,000 specimens of waste products and the items made from them are presented, has been organized in Minsk for the promotion of the gained experience.

In carrying out the work on the efficient use of raw materials and secondary resources, the Ministry of Local Industry organized more than 160 shops and sections for the output of products made from substandard materials. The largest of them are the Belkhudozhkeramika Production Association, a shop for the production of low-count part-wool yarn from the waste products of the Kobrin Textile Association,

the Svisloch Factory for the Production of Wicker Furniture and the Domanovski Glass Plant.

It is very important that the republic Ministry of Local Industry has elaborated a comprehensive program, which envisages the increase during the 11th Five-Year Plan of the production of products made from local raw materials and secondary resources by 1.5-fold with the increase of their annual output to 111.2 million rubles.

In implementing the outlined program, the enterprises of the Ministry of Local Industry fulfilled the plan assignments on the output of products made from local raw materials and waste products, which were established for the first 2 years of the five-year plan. During this time the increase of the production volumes came to nearly 27 percent, while the annual output of items came to 97.7 million rubles. The assortment of goods with the use of secondary resources includes 690 descriptions.

At the same time so far a number of questions of the development and location of the production base for the processing of waste products have not yet been settled, the prediction on their formation has not been specified. In our opinion, it is necessary for the USSR State Committee for Material and Technical Supply, the ministries and departments, which are the fund holders of waste products, to elaborate the directions on their use with allowance made for the suggestions of the republic, as well as the production capacities.

We regard as not entirely sound the existing system of the excessive centralization of the distribution of secondary raw materials. All the waste products of light industry and the majority of waste products of enterprises of the chemical industry of the republic, which are distributed centrally, are taken out of Belorussia. Even the raw materials, which have been formed in excess of the amount for which orders have been issued, cannot be processed locally without the permission of union organs.

Thus, Soyuzglavvtorresursy [not further identified] of the USSR State Committee for Material and Technical Supply issues orders for the sending beyond the republic of the scraps of polyester raw materials of the Mogilev Khimvolokno Association and the Grodno Plant of Synthetic Fiber, although the capacities of the processing enterprises remain idle. But it is entirely clear that the most efficient form of the use of secondary resources is their processing at the places of formation. The union organs should distribute those types of waste products, which cannot be processed in the republic.

And there is another problem: due to the lack of the processing technology and the corresponding equipment far from all secondary raw materials are being committed to the national economic turnover. This applies to worn out metal-cord tires, bead rings, lignin, halite and other waste products.

For the study of the possibilities of the processing of secondary resources and local raw materials, the development of the technology and the designing of equipment, including for homeworkers, it would be advisable to set up a unified scientific research and planning institute with a pilot works.



The current system of the planning of the production volumes and capital investments, which exists in local industry, does not stimulate the development of the production of consumer goods made from secondary resources. Under the conditions of the extremely intense assignment on the growth rate of the total volume (during the five-year plan by 35 percent) the Ministry of Local Industry needs to channel the capital investments being allocated mainly into the development of works with a high gross output. The amounts of assets for the development of the production of goods made from local raw materials and waste products (as a rule, with a low gross output and with large labor expenditures) are inadequate.

There is another problem. The assignments on the production of products made from local resources are reported by the USSR State Planning Committee without regard for the availability of waste products and the possibilities of obtaining them and for the state of the production base. For the increase of the interest of enterprises in the gathering and treatment of their own scraps of rolled ferrous metal products and their delivery for processing to other manufacturers we consider it expedient to extend the procedure of stimulation for the fulfillment of the plan of the delivery of scrap metal to the performance of these operations.

In our opinion, the settlement of all these questions will promote the more complete and rapid use of local raw materials and production waste--the most important reserve of the expansion of the production of consumer goods.

Stepped-Up Plans (Yu. Rusenko, deputy chairman of the Lithuanian SSR Council of Ministers)

The figures themselves testify to the fact that in Lithuania the most serious attention is being devoted to the production of consumer goods: their production volume comes to more than 40 percent of the total output of the republic. And still our reserves make it possible to produce considerably more mass demand items. For this local raw materials and industrial waste products should be committed as extensively as possible to this sphere of industry. Indeed, already in 1982 the enterprises of the republic, by using these resources, produced goods worth 24.3 million rubles, while during the 5-year period the indicator should increase by 1.4- to 1.5-fold.

Many enterprises of the ministries of local, light, the furniture and wood processing industries and other sectors are using secondary resources. Metalworking and other plants and factories of union subordination have also been enlisted in the production of such products. Special shops and sections for the production of items made from these types of raw materials have been organized at the Litbumprom Association, the Vilnius Plant of Plastic Items, the Alitus Refrigerator Plant and others.

Much experience has been gained by the enterprises of the Ministry of Local Industry. Here they are devoting constant attention to the rationalization of production and the strengthening of the material and technical base of the enterprises which produce goods made from secondary resources. At the beginning of the current five-year plan capacities for the production of artistic ceramics and items made from bone china and a shop of wicker items were put into operation, a 209-hectare willow reed plantation was planted. By the end of the five-year plan it is planned to carry out the retooling of the sections for the production of goods made from

bristles, to carry out the renovation of the shop of wiping materials and to furnish the souvenir works with new equipment.

The role of science in this matter is very important. Therefore it is valuable that specialists of the Planning and Design Technological Institute of the Ministry of Local Industry have actively joined in the expansion of the assortment of such goods. Recommendations on the use of the waste products, which are formed both at the enterprises of the system and in other sectors, are annually elaborated by them. Scientists of the Kaunas Polytechnical Institute imeni A. Sniechkus, the Leningrad All-Union Institute of the Ceramic Industry, the Institute of the Artistic Industry of the RSFSR, the Scientific Research Institute of Forestry of the Lithuanian SSR and others are being enlisted in the preparation of new advanced processes of the processing of these materials.

It is significant that at the enterprises of the Ministry of Local Industry the number of homeworkers comes to 14 percent of all the workers employed directly in production. This year products worth more than 18 million rubles will be produced by them. For the more systematic organization of this activity 5 zonal specialized enterprises, to which belong 52 shops and receiving centers located in 38 rayons of the republic, have been set up. At the same time it should be noted that the inadequate supply of the enterprises with some types of equipment and compact cars for the home delivery of materials and the picking up of finished products is complicating considerably the expansion of the use of home labor.

The Ministry of Light Industry is also trying not to lag in this matter. Comprehensive plans on the sewing of items for the population from small end remnants and scraps from between the patterns after cutting are being compiled in the sector for the more efficient use of waste products. Competitions for the development of models of such items are being held with the participation of the artists and designers of enterprises and the House of Models.

The enterprises of the Ministry of the Furniture and Wood Processing Industry are using scrap wood for the production of wood particle boards and consumer goods.

In 1982 a republic exhibition-review was organized for the purposes of identifying the unused possibilities of increasing the production of goods made from local raw materials and waste products and attracting a larger number of enterprises for their production. Of the items of 1,400 descriptions, which were presented at it, about 1,000 were made from secondary raw materials. In this connection recommendations on the further improvement of the collection of industrial waste products and the more extensive attraction of enterprises for the production of goods from them were elaborated.

At the same time the enterprises, which use secondary resources extensively, are also faced with great difficulties: so far there is no uniform procedure of the collection, storage, resorting, distribution and use of commercial waste products. The putting of this matter in order would promote the more complete attraction of commercial waste products and, hence, the expansion of the production of goods.

The length of the cycle of the drawing up of the technological documents, their coordination and the approval of prices play an important role in the production of mass demand items, especially those made from waste products. But this period is

very long. The specific nature of the structure of industrial waste products is such that it is liable to changes, while the retention of their initial condition is accompanied by certain difficulties. Therefore it is necessary to reduce to a minimum the time of coordination and approval and to limit these actions to the framework of the region or republic, in which the given products are produced.

There is another question: production from waste products is frequently accompanied by an increase of labor expenditures, which affects labor productivity. At present assignments on its increase are not approved for enterprises in those instances when not less than 50 percent of the value of the secondary raw materials is used in such products. The crediting of the amount should be made from 0 to 100 percent. Such a differentiated approach should also be established when forming the material stimulation fund. The solution of these problems would promote to a significant extent the further increase of the production of consumer goods.

Use Resources More Completely (A. Duysheyev, chairman of the Kirghiz SSR Council of Ministers)

The republic government has examined the materials of the round table discussion. We attach particular importance to the task of expanding the use of industrial waste products and local raw materials for the increase of the production of consumer goods.

The taken steps are already yielding appreciable results. Thus, the enterprises of the Ministry of Local Industry last year, by using the indicated types of raw materials, delivered to trade products worth 15.8 million rubles.

I will mention just a few directions in which this important work is proceeding. Serious attention is being devoted to the development of folk art crafts for the production of traditional items made from local types of raw materials and to the improvement of the use of the waste products of sheepskin and fur production. Experimental design studies on the use of local mineral raw materials in the varnish and paint industry are being conducted.

The attraction of the resources of the enterprises of group A is of great importance. In 1983 it is planned to use about 300 tons of scrap metal from works of union subordination. The processing of plastics and the production of furniture accessories, drawing pins, orchard and garden tools and other items will be expanded. Now specialists have begun the preparation of production for the reclamation of the used polyethylene film which forms in agriculture.

The output of goods made from waste products at the enterprises of light industry last year was increased to 2.8 million rubles, which is 31 percent more than in 1981. But the possibilities here are considerably more extensive. For about 15,000 tons of such textile raw materials are formed annually in this sector. They are being used as additives in the mixture for the production of nonwoven materials and cotton wool. Consumer goods shops and sections, in which women's berets, men's fur vests, shopping bags, children's shorts, mittens, quilt covers, quilts, women's dressing gowns and work aprons are produced, have been created at 18 enterprises of the Ministry of Light Industry.

But, in addition to strictly production measures, another area of work is also important. Standards, which establish the procedure of the identification, recording and the charge for the use of waste products, which are formed in the process of production, have been elaborated. They also specify the list of goods made from them, which are recommended for assimilation: classifiers of industrial items have been drawn up.

Scientists should give much assistance to production workers. The Ministry of Local Industry jointly with the republic Academy of Sciences is studying the possibilities of enlisting local mineral raw materials for the production of ocher, cleaning powders and pastes and laundry bluing.

At the same time the possibilities for the commitment to production of substandard materials and the working of deposits of local mineral raw materials for the increase of the production of goods are still being used inadequately in the republic. This is connected first of all with the limitedness of the limits of capital investments, which are being allocated by union ministries and departments for the renovation and retooling of the enterprises which produce goods made from secondary raw materials. Therefore it is natural that, for example, local industry has too much unproductive equipment. The same Ministry of Local Industry does not have enough motor vehicles and sewing machines, and this is checking to a significant extent the use of the labor of homeworkers.

We completely agree that for the more complete, efficient use of secondary raw materials and their strict recording it is expedient, as was emphasized in the publication of the journal, to issue a uniform statewide document which would control the use of raw material reserves. It is also impossible not to agree that it is necessary to expand the material stimulation of enterprises, having established a sliding scale, with allowance made for the use in items of waste products from 1 to 100 percent; to allocate easier bank credits for the construction and renovation of enterprises which extract and process local raw materials and waste products.

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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### GOSSNAB OFFICIAL REBUKES INDUSTRIES FOR POOR PERFORMANCE

Moscow MATERIAL'NO-TEKHNICHESKOYE SNABZHENIYE in Russian No 4, Apr 83 pp 19-22

[Article by A. Udachin, first deputy chief of the Moscow City Main Territorial Administration of the USSR Gossnab: "At the Center of Attention--the Food Program"]

[Text] The Food Program of the USSR, approved at the May 1982 Plenum of the CPSU Central Committee, is the central problem of the current decade, both economically and politically. The nature and the scale of the tasks set in the Food Program place great demands upon the work at all levels of the national economy, including the organization and implementation of material and technical supply functions.

Moscow's industry consists of a branched system of various types of enterprises. Many of them are directly connected to the agroindustrial complex. They are aiding the realization of the Food Program and filling orders for agriculture.

All of this means that we have to take a new and more responsible approach to the organization of supply. It is important not only to precisely fulfill the supply assignments but also to constantly improve performance, to seek additional resources for the national economy and the industries involved in it.

Tasks of varying duration have come to the fore in the multifaceted work of fulfilling the Food Program. The May 1982 Plenum of the CPSU Central Committee placed the main emphasis upon the most rapid possible accomplishment of urgent and immediate projects, those which should produce a rapid return both in agriculture itself and in the entire agroindustrial complex.

Our main administration has worked out a plan of practical steps to assure absolute fulfillment of the decisions adopted at the plenum of the CPSU Central Committee. First of all, it provides for priority delivery of materials to enterprises and organizations involved in the realization of the Food Program. Special control has been set up to see that Moscow's enterprises deliver machinery, equipment and spare parts promptly to agriculture and to enterprises of the food, the meat and dairy and the fruit and vegetable industries.

In order to achieve a stable and precisely functioning supply system, it is planned to convert more of our consumers to the progressive supply arrangements, together with the specialized administrations and associations. A total of 44

enterprises, elements in the agroindustrial complex, presently receive products through direct, long-term economics relations, and 36 have been converted to the guaranteed, integrated supply system. We always base our annual and 5-year plans on the assignments specified in the Food Program.

Smoothly functioning communication between the operations and dispatcher service and the supplier-plants, a good knowledge of the state of affairs with respect to outgoing shipments of goods and regular conferences with representatives of the plants are producing good results. All of the enterprises which are a part of the agroindustrial complex fulfill the plan for sales of output. Agriculture and enterprises of the food, the meat and dairy and the fruit and vegetable industries receive all the trucks and passenger cars, spare parts and automotive assemblies, instruments and equipment they need.

In order to eliminate the lagging of Moscow's processing industries, it is planned to build a number of facilities for the food, the meat and dairy, the fish and procurement industries. The technical base for the grain receiving stations is being improved, the mill is being modernized and milling equipment is being installed at the Novaya Pobeda Experimental Plant. Output is being enlarged for the fish processing enterprise in Korovino, the Ostankino Meat Combine and the Ostankino Nonalcoholic Beverage Plant, the Interrepublic Winery and the Moscow Yeast Plant.

In order for these extremely important facilities of the Food Program to begin operating on time, the workers in our system will have to be highly active, demonstrate a high level of responsibility, interact precisely and smoothly with the USSR Gosnab system and the supplier-plants and respond promptly to needs as they arise.

The start-up of enterprises of the USSR Ministry of the Gas Industry, located in Moscow, is being monitored especially carefully. Questions pertaining to support for these enterprises are regularly considered in specialized administrations and associations. Workers of the Mosgormashsnabysbyt [Moscow City Association for the Supply and Sales of Machinery], the Gorelektropriborsnabsbyt [Moscow City Administration for the Supply and Sales of Electrical Instruments] and the ministry's baked goods combine participated in the discussions when the baked goods combine was being staffed, for example. Complaints on both sides are brought up in these business meetings, but most importantly, positive solutions are found in these meetings for many complicated questions arising in the course of construction.

All of this is producing good results. There were 18 priority projects under construction for the agroindustrial complex in Moscow last year. They were all provided with the necessary resources in good time, in September.

It is very important to provide the agroindustrial complex with all of the packing crates it needs, and in good time. This makes it possible to avoid losses of fruits and vegetables and other food products in shipment and in storage, and to protect the harvest.

The Moscow City Rayon is the largest consumer of shipping crates. Each year the city's enterprises and organizations use more than 1.7 million cubic meters of

packing materials (in terms of round timber). A total of 76 million rubles is spent to produce these materials.

The main administration engages in purposive and systematic work to provide all of the enterprises of the agroindustrial complex with crating and packing materials. The use of progressive hauling methods and repeated use of the crates are making it possible to reduce the amount of new lumber used. The use of economical cardboard boxes last year was 11.8% greater than in 1975. Coiled cardboard barrels—2.5-Fold, fiberboard pallets—40% and reusable crates—12%.

Almost 20% of the overall needs of city enterprises and organizations are being met with reusable crates. This has been made possible by the start-up of new crate repair plants, the modernizing of existing plants and their outfitting with special equipment. Four modern crate repair enterprises have already been built in Moscow. They collect crates from 5,500 city enterprises and organizations.

The bulk of the returnable crates which are collected and repaired are shipped to 31 economic regions in the nation for packing food products, fruit and vegetables. Enterprises of the agroindustrial complex are provided with more than 32 million boxes for shipping fresh fruits and vegetables to Moscow. Crates from Moscow are shipped to Georgia and Azerbaijan, to Moldavia and the Lower Volga.

The necessary stock are build up in the warehouses of the crate repair plants so that they can be delivered at the right time. This year we have collected 700,000 more boxes than we gathered last year. This means that we will be able to increase our shipments of packing supplies to the areas of fruit and vegetable procurement. Consumption of new packing materials is being reduced by the extensive use of returnable packing. During the first 2 years of this five-year period the consumption of new crating and packing materials was reduced, with a growth of output by the industry.

It should be pointed out that most of the enterprises have learned how to conserve lumber by making repeated use of the packing materials. Many confectionery factories, including the Bol'shevik Factory and the Kolos Association, the tea packaging factory and tobacco enterprises make repeated use of all the emptied boxes.

Returnable packing resources have been studied in general. Inspections conducted at the rayon's industrial, construction, trade and public catering enterprises, however, showed that losses and destruction of crates still exist. The total amount of fines exacted from the city's enterprises for ruining or destroying crates is as much as 150,000 rubles annually.

Poor record-keeping and the fact that certificates are not in use constitute the main cause of the negligent handling of crates. The cost of equipment going to outfit facilities under construction ordinarily includes the cost of the crating. And certain, short-sighted managers feel that since the money has been paid for the crating, they can do with it what they want to. Plans for repeated use are frequently compiled only as a formality and contain unjustifiably low requirements.

An inspection conducted at Moscow enterprises of the USSR Ministry of the Food Industry, Ministry of the Electrical Equipment Industry, Ministry of the Machine Tool and Tool Building Industry, Ministry of the Automotive Industry and Ministry of the Meat and Dairy Industry revealed a number of serious shortcomings in the organization of crating reuse. I shall cite a few examples. No records are kept on the cardboard packing arriving with the products at the Udarnitsa Factory. Some of it is destroyed because of this. The factory has been fined repeatedly, but this action is not producing the proper effect.

The Krasnyy proletariy enterprise of the Ministry of the Machine Tool and Tool Building Industry has a constant problem with packing materials. It frequently requests increased supplies. The plant destroys packing, however. During a relatively short period of time more than 1,000 cubic meters of returnable packing was burned there (in round timber equivalents). The Moloko Association of the USSR Ministry of the Meat and Dairy Industry is also careless with packing. It was fined 46,000 rubles last year.

Some of the blame for the fact that packing is destroyed and is poorly utilized at enterprises in our rayon goes to our administration. There are deficiencies in the organization of the packing collection system and ineffective steps are taken with respect to the wasteful managers. They need to be brought to strict account for destroying the expensive packing materials.

We have outlined a set of measures. Production and warehouse areas will be expanded, special equipment and transport will be introduced. The plans call for the construction of new crate repair plants and for mechanization of the labor-intensive processes. This will make it possible to build up the necessary capacities for storing and processing the returnable containers.

We are introducing the hauling of crates in containers and on special crate trucks in order to increase the amount of crating collected. This will increase the amount of crating collected and its repeated use.

The extensive establishment of economical methods of hauling products is an important reserve for conserving lumber and for providing the consumers with a more complete supply of materials. Expanded use of containerized shipments and reusable crates have made it possible to save more than 60,000 cubic meters of new lumber, for example.

Enterprises of the USSR Ministry of the Automotive Industry, Ministry of the Medical Industry, Ministry of the Petroleum Refining and Petrochemical Industry, Ministry of the Food Industry and Ministry of Light Industry are doing a good job of adopting economical transportation methods. Consumption of new crating and packing materials has been reduced by almost 2,000 cubic meters by adopting containerized shipments. By the end of the year the use of containerized shipments will make it possible to save 350,000 cubic meters annually.

When it determines the packing needs of the enterprises, our main administration considers the quantity of products hauled in containers and the repeated use of the crates, studies the consumption norms and demands that the enterprises submit plans for conserving crating and reports on the fulfillment of these measures.



The ministries are not performing a coordinating role in this work, however. They must allocate the proper funds and materials for the production of specialized containers and multiple-use metal and polyethylene containers.

Serious complaints should be leveled against enterprises of the Ministry of Machine-Building for the Light and Food Industries and Household Appliances, the Ministry of the Electrical Equipment Industry and the Ministry of the Machine Tool and Tool Building Industry. They have still not submitted comprehensive plans for the adoption of progressive systems for hauling products and for increasing the production of reusable crates for the current five-year period. Enterprises of these ministries are moving very slowly with the review of their technical-normative documents and have not established amounts of products to be shipped in containers.

Taking advantage of this situation, the enterprises overstate their needs for crating and packing materials. The Electrical Instrument Plant imeni Kuybyshev exaggerated its needs for this year by almost 100%. The Pishchemash Plant and the Pirovskiy Trade Equipment Plant of the Ministry of Machine Building for the Light and Food Industries, and the Kalibr and Frezer Plants of the Ministry of the Machine Tool and Tool Building Industry have done the same thing.

In view of the significant amounts of funds and means spent to organize the collection of crates, the ministries and departments should introduce on a more extensive basis, the economical methods of hauling products. The USSR Ministry of the Fruit and Vegetable Industry, the USSR Ministry of Agriculture and the USSR Ministry of the Fish Industry should arrange for food products to be shipped to Moscow in efficient cardboard containers, reusable, collapsible containers and bales to replace the traditional wooden crates which can be used only once. Soyuzglavtara [All-Union Administration of the Production and Distribution of Packing Materials?] must allocate funds for these purposes in the material and technical plans.

At enterprises of the USSR Ministry of the Timber, Pulp and Paper, and Wood Processing Industry, and of the RSFSR Ministry of the Food Industry, which are located in Moscow, are still not resolving the matter of producing progressive types of packing with adequate efficiency and flexibility. The rayon has two operating, specialized enterprises for the production of wooden packing--the Mosdrev Association of the Ministry of the Timber, Pulp and Paper, and Wood Processing Industry and the Printing and Cardboard Combine of the RSFSR Ministry of the Food Industry. Unfortunately, the USSR Ministry of the Timber, Pulp and Paper, and Wood Processing Industry and the RSFSR Ministry of the Food Industry are not devoting proper attention to the expansion of capacities at these enterprises. This is making it difficult to provide Moscow enterprises with packing.

The Mosdrev Association has not been building up its capacities for the production of packing materials in recent years, and it is not planned for the association to produce an assortment of these materials. The association therefore prefers to produce packing which is advantageous with respect to fulfilling the sales plans. As a result of this the association has still not begun producing reusable boxes for liquid food products, macaroni and other products. The modernizing of the association's head plant, begun back in 1970, is also proceeding slowly. It

is not planned to begin the production of corrugated boxes there before the end of the five-year period. As a result, more than 30 million cardboard boxes are hauled to the city each year.

Food Industry enterprises use a large quantity of packing materials. They have accumulated some good experience in the use of multiple-use, polyethylene and wooden packing containers. Up to 90% of the liquid food products produced there, 40% of the household soap and 50% of the yeast are hauled in reusable packing. Each year 18,000 cubic meters of lumber is saved by using polyethylene film for packing vials of perfume.

It should be pointed out, however, that the USSR Ministry of the Food Industry is not developing capacities for the production of progressive types of packing and is not doing enough toward the adoption of economical means of shipping food concentrates, margarine, tobacco, macaroni products, mayonnaise and confectionery items. What is more, the bulk of these products are hauled in packing which can be used only once, even within the city itself. Fulfillment of the assignments established for the enterprises is not monitored, and the Special Delivery Terms are not being reviewed. As a result, it is taking too long to return the packing. This reduces its turnaround factor.

In recent years the ministry has eliminated capacities for the production of reusable wooden packing at the Metalloplastmass Association in Moscow. The equipment in use for the production of cardboard packing materials at the Svoboda Factory and at the Cardboard and Printing Combine is obsolete and needs to be replaced. It is doubtful that the situation can be improved with the production of packing materials organized in this manner.

Because of these things, Moscow enterprises are forced to seek manufacturers of packing materials outside the rayon. All of the reusable wooden packing for liquid foods, which amounts to 1.8 million pieces, is manufactured in Arkhangelsk and Belgorod Oblasts and hauled in from there. A total of 3.8 million wooden boxes are shipped in from other economic regions. This means additional outlays and considerably increases the cost of the packing.

Our main administration has asked the USSR Ministry of the Food Industry to set up the production of reusable containers for macaroni. Large amounts of macaroni continue to be packaged in paper sacks, however.

We will have to get the specialized enterprises for the production of economical types of packing into operation in order to accomplish the assignments focused on the fulfillment of the Food Program. Success will depend to a great extent upon the position taken by the USSR Gosplan's territorial bodies. We must display more initiative, submit well conceived and substantiated recommendations and work together with the ministries concerned to see that they are carried out.

Our administration has worked out and is implementing a system of measures directed toward the fulfillment of the Food Program. Agricultural enterprises are given priority for receiving materials, manufactured goods, equipment, spare parts and other resources not utilized at the capital's enterprises or by its construction and other organizations. Together with the State Committee for the Supply of

Production Equipment for Agriculture of the RSFSR, we have designated 25 oblast agricultural equipment associations, which will periodically receive lists of materials available. Last year agriculture bought 88,000 rubles worth of our products.

All the enterprises in our system are making a contribution to the accomplishment of the Food Program. Some of them are ahead of schedule with respect to supplying agriculture and industry with needed materials, while others are monitoring the fulfillment of supply plans.

The production and procurement enterprises have their own commitments to the nation's agroindustrial complex. "Trud" has made arrangements for the production of 200,000 square meters of thermal fabric for lining the operator's cab on tractors and other agricultural machinery. The Polymer Association is preparing to produce 80 tons of polyethylene pipe for agriculture annually.

Many good and useful undertakings have been outlined so that our enterprises and organisations can do their part to implement the Food Program. It should be pointed out that most of these are being carried out. The workers in our system will apply all their strength, knowledge and experience to successfully implement decisions coming out of the May 1982 Plenum of the CPSU Central Committee.

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## CONSUMER GOODS PRODUCTION AND DISTRIBUTION

### SARUKHANOV ASKED TO ACCOUNT FOR 'MONSTROSITIES' IN STORES

Moscow CHELOVEK I ZAKON in Russian No 4, Apr 83 pp 20-27

[Interview with S.Ye. Sarukhanov, deputy USSR minister of trade, by Ya. Shestopal: "Justify the Customer's Expectations"]

[Text] S.Ye. Sarukhanov, deputy USSR minister of trade, answers questions posed by our correspondent Ya. Shestopal.

Suren Yefremovich, permit me to start our interview with a somewhat delicate question. The enormous amount of mail received by our editors includes numerous complaints about the trade workers. People complain about rudeness, about the concealment of goods and about complicity with speculators. Mainly, though, they complain about the shortage of goods. Sometimes the people are forced to make the rounds of all the city stores in search of some trifling item. In short, we are dealing with a shortage of a diversity of goods.

[Answer] Your first, delicate question actually consists of several questions. I would call one of them purely a trade matter. The others let us call industrial-and-trade questions. Let us try to make some sense out of this hypothetical classification.

Yes, the readers unquestionably have a right to be indignant at the diverse violations of trade regulations, abuse of positions by certain workers in our system, unethical conduct and many other shortcomings. Unfortunately, all of this exists, all of this is frequently encountered. I shall go further and say that our multimillion-strong collective includes out-and-out criminals convicted of pilferage, embezzlement, speculation, fraud and shorting the customers, and for accepting bribes. There is an insignificant number of such people, but all the same, their deeds leave a black mark on all the others--honest, conscientious, real masters of their work. I can assure you that we are certainly not reconciling ourselves to the negative occurrences, that we are conducting a constant and universal struggle against them and that we shall be pursuing this struggle with even greater determination and more uncompromisingly.

Now, about the exasperating shortages of goods. The situation here is somewhat more complicated, since the trade system's role is limited to something like that of a catalyst for industry. We do not produce anything ourselves, although our workers are the first to face the dissatisfied and complaining customers. Neither

the management nor the ordinary workers in the industrial enterprises have to listen to what the people manning the counters are subjected to.

Furthermore, upon taking a closer look, the nature of the shortages is far more intricate than it would appear to the ordinary customer. I do not want you to think that I am simply passing the buck. A fact is a fact, however, and the primary cause of the shortages, of course, lies not in the concealment of goods, although that is a result of the shortages, but we have been seriously combatting this practice and will continue to do so. The cause of the shortages is the lag in the production of goods. And not just in general, not as a whole, but the output of that which the customer needs right now, today.

I say this in order to stress the fact that because of the implementation of purposive measures in recent years, industry has done a great deal to provide the population with the most important consumer goods. Proof of this is a more than 2.5-fold growth in commodity turnover since 1965. To be more specific, there were 24 television sets, 59 radios and radio-phonograph sets and 11 refrigerators for every 100 families in that year, while the number has now grown to 92, 90 and 89 respectively. Sales of clothing, fabrics and footwear have increased 1.4-fold. The number of items for which the demand is better satisfied is greater than it was a year or two ago. The demand for women's toiletries, for children's clothing and footwear, children's tights, synthetic detergents, electric light bulbs and a great deal more, are better satisfied today.

[Question] None the less....

[Answer] None the less, the word shortage is not yet disappearing from our vocabulary. There are disruptions in the supply of cotton fabrics and clothing made of these, bed linen, certain types of footwear, lumber and construction materials, electrical household appliances and certain other goods of prime importance. This is due to the fact that industry is still not completely filling the orders from trade and is shorting the system with respect to certain goods and failing to fulfill state assignments.

I fully recognize the fact that figures are extremely boring, but I am forced to use them, because there is no better proof than figures. Judge for yourself. Can we satisfy the customer if the results for the first 9 months of last year showed that out of the assignment for 96 articles of primary importance, which are in great demand, the output plan was fulfilled by only 47%. The situation was even worse in some republics. The plans for 12 out of 29 types of products were not fulfilled in the Kazakh SSR, 14 out of 20 in the Georgian SSR and 8 out of 21 in the Azerbaijan SSR. The situation was the same for certain other Union and republic industrial ministries.

In addition to the shortage "malady," industry suffers from yet another "ailment." It will literally force upon the trade system goods produced in violation of delivery agreements. As a result, we are forced to refuse them and they pile up at the enterprises themselves. More than 500 million rubles worth of these items have accumulated in the system under the Ministry of Light Industry, for example. Or else, industry will at its own discretion, without our agreement, alter the assortment or remove this or that product from production altogether. The result

is pathetic. On the one hand, raw and processed materials and the work of millions of people are rendered inert, while on the other, an artificial shortage is created.

It is sometimes amazing to see how far tenacity is carried, especially by the enterprises essentially working for themselves, for their own indices, to the detriment of consumer interests. The consumers run around looking for enamelled tea-pots, pans and lids, not suspecting that industry is simply not increasing the output of these inexpensive but greatly needed items to the required volumes. On the other hand, it mechanically turns out expensive and unpopular goods, which go toward plan fulfillment in monetary terms. The Dulevskiy Porcelain Plant, for example, produced inexpensive items, products in the so-called lower categories, amounting to approximately 21% of its total output in 1980, while the figure was only 15% in 1982. The furniture situation is approximately the same. Furniture production is growing in general and overall, but there is a severe shortage of chairs, stools and beds. These are next to impossible to find.

I must mention the justifiable complaints about the shortage of spare parts, associated and batching articles. Take spare parts for motorcycles, as an example. As a result of the disproportion which has developed between their production and motorcycle sales, according to information provided by the Ministry of Internal Affairs of the USSR, there are 300,000 heavy motorcycles lying around in disrepair and misuse today. It is mainly the rural population which suffers from this--the livestock tenders, machine operators and agronomists, who own these motorcycles are greatly in need of them.

Or consider the situation with respect to film and photographic paper for movie and regular cameras. According to the plans, there were supposed to be four rolls of film for every camera buff, but he was able to purchase no more than two last year. An enormous number of movie and regular cameras were for sale at a wholesale fair in May of last year. People were afraid to buy them, however. What good is a camera without film? And we were forced to refuse a good 800,000 of these. I am sure that we were not being overly cautious. I must admit, however, that trade, especially the wholesale sector, is not without shortcomings and errors when it comes to determining the demand for specific kinds of goods. It sometimes permits breakdowns in the sale of items which are available at warehouses and bases and does not always maneuver the commodity resources promptly and efficiently.

[Question] Excuse me, Suren Yefremovich, but there is also a kind of maneuvering which I would call harmful. I have in mind the maneuvering which occurs not at the initiative of the trade system, but a kind of maneuvering which is somehow spontaneous. Let me explain. There will be every possibility for the production of some sort of extremely simple article in this or that oblast in the European part of the nation, but the item will be hauled in, almost from the Far East. And then, there is the opposite situation, An item is produced locally, but it is impossible to buy the item because it is shipped off somewhere.

[Answer] Local industry, as well as Union and Union republic ministries, regardless of their subordination, should speak up on this matter. In order for them to produce the household and personal items needed by the population, they need

to be allocated certain raw and processed materials, and they need to make fuller use of local raw materials. Depending upon the specific situation, they need to leave part or all of the items produced to be sold in the specific oblast, kray or republic. Naturally, they must also provide the producers themselves with the material incentive to produce these goods. If this is done, we will no longer have the current practice of shipping to Arkhangelsk Oblast, which is rich in timber, the most simple of household items made of wood--hangers, clothspins and the like.

The soviets of people's deputies could take this situation under their constant control and achieve a great deal. This would only be possible, of course, if they make full use of the rights and authority granted them. The USSR Ministry of Trade has submitted specific proposals to the USSR Gosplan, the realization of which will help to remedy this situation.

[Question] So far, we have talked about quantitative indices, isn't that right? There is also another important indicator, however--product quality. You go into a store, there is an abundance of shoes, but not the kind you need. You look at the suits, shirts and other items in amazement. Who creates these "monstrosities"? They are so far out of style, one has the impression they have lain there for dozens of years. And what about this? I have attended exhibits and wholesale fairs. What a lot of attractive, truly fashionable, tastefully designed items! It is a joy to see them. Then you look in amazement at all of these items for sale in the stores--botched up, little resembling those which were advertised only recently. It is as though they have been ruined by a wicked witch.

[Answer] It has nothing to do with a wicked witch. The products are ruined by industry itself, that is, by the specific plant or factory. And even these are sometimes not entirely to blame. Their suppliers give them the wrong buttons, the wrong accessories, the wrong fabric. And there is a brown ribbon on the dress instead of the yellow one, the color combination is not the same, a certain part has been substituted for another. You end up with something entirely different, different in appearance, different in quality. This is how the samples displayed at the exhibits and the fairs lose their luster, their beauty.

We also have many enterprises, however, which produce items as good as the best foreign-made products, which are not inferior to the latter in quality, in the finish or in their stylishness. I would mention the Sokol Clothing Association in Moscow, the Kiyevlyanka Knitwear Factory in Kiev, the Masis Footwear Association in Yerevan and many others. The list is fairly long. Unfortunately, however, their example is not being followed universally. Suffice it to say that when just the wholesale bases check for quality, they reject every tenth pair of shoes and every fourteenth sewn item. Many color television sets and magnetic tape recorders are brought in for repair under the warranties. In 1981 the state trade inspection agencies halted the acceptance of inferior nonfood goods in 955 cases, and they placed special conditions on acceptance in another 430 cases. The situation did not improve in 1982, however. A ban on the acceptance of goods was instituted around 2,500 times, and special conditions were set for acceptance in another 750 cases.



As you know, the 26th CPSU Congress demanded that the quality of goods produced for the population be improved and their assortment diversified. This was brought up again at the November 1982 Plenum of the CPSU Central Committee. The trade system, together with industry, has recently performed a certain amount of work in this area. Things go smoothly where the work is carried out in close contact, where there is smooth interaction instead of pettysquabbling, where state and production discipline are strictly adhered to. I can illustrate this with the following example. At the initiative of party, Komsomol and soviet organs, the Chelyabinsk Trade Center organized close collaboration with the oblast's industrial enterprises. And the result: within 3 years the amount of inferior goods returned to the enterprise was reduced 5-fold, while the volume of output bearing the State Emblem of Quality increased 7-fold. Large retail organizations and enterprises in Moscow, Leningrad, Minsk, Riga and Kishinev are following their example. One of the main requirements of the era—that we operate with the end results in mind, that we see not just percentages, rubles and items on lists, but the Soviet consumer and his diverse needs—is embodied in this new type of relationship between trade and industry.

I believe that we need to be stricter with those producing the defective products, with the violators of production and technological discipline. This should not be done in a generalized manner, but should be applied to the specific culprits. We do not need to create new normative acts or new laws. We only need to take proper advantage of those which already exist but which, unfortunately, we rarely use. The trade system has adequate legal and economic leverage for regulating both the amount of goods produced for the public and their quality and assortment. It need not be done to the full extent or to the full degree, although this also is possible. The problem is that, due now to excessive liberalism, now to a desire not to offend a partner, now for other reasons, both objective and subjective, these levers are not frequently put into play. In the final analysis, the ability "to clarify relationships" with associated bodies on a business and a legal basis is a matter of state discipline, of mutual demandingness and mutual responsibility. Obligation in the work and strict observance of the concluded agreements are at the base of it all.

[Question] Suren Yefremovich, we have deliberately focused our attention on unresolved problems. The successes achieved by our industry with respect to providing the people with essential goods and the successes achieved by the trade system in the dissemination of those goods are known to all. This is recorded in various documents, which contain fairly impressive figures for annual rates of growth for commodity turnover. Demand is basically being satisfied, but demand grows, tastes, requirements and preferences change, and the main thing—the lives of the workers are improving. Today they can afford more than they could yesterday, as they say, and tomorrow they will be able to afford more than they can today. Just what is being done to assure that supply and demand progress together?

[Answer] First of all, I would like to focus on one important step, which should produce good results. I have in mind the practice of concluding five-year agreements between main administrations of the USSR Ministry of Trade (wholesale organizations of the Union republics ministries of trade) and industrial associations (main administrations) of the ministries. These call for renewal of the assortment, improvement of the finish and the appearance of items, the packaging of

goods, and include other obligations designed to meet demand to the fullest possible degree and to increase the responsibility of the production associations and enterprises for filling orders from the trade organizations, and the responsibility of the trade organizations themselves for submitting orders which are correct and which conform to actual needs. We have the new Statute on the Procedure for Concluding Five-Year Agreements and the Model Agreement on the Organization of Production, Delivery and Sales of Consumer Goods. It is planned to sign five-year agreements with 53 industrial enterprises, main administrations and administrations of 25 industrial ministries. Most of them have already been signed, although the matter is not proceeding as smoothly as we would like. Quite frankly, a number of ministries and departments--the USSR Ministry of the Meat and Dairy Industry, the USSR Ministry of Ferrous Metallurgy and the USSR Ministry of the Fruit and Vegetable Industry, for example--are still refusing to conclude five-year agreements. They give various reasons for this. Be that as it may, however, we must find a solution to the problem, and we are seeking a solution, seeking it together with our partners.

We have a number of proposals, which we believe could substantially enhance the role of the order from trade in the production of goods in light industry, expand their assortment and improve their quality. Among other things, the time has obviously arrived for us to include in the assessment of the performance of a production association (or enterprise) the indicator "degree of satisfaction of the consumer's order," with all its ramifications. Let me explain this by saying that such an indicator, elevated to the rank of the basic planning indices, that is, becoming a law for production, would have to be taken into account for creating and utilizing material incentive funds and would influence the financial and management performance of an enterprise or association. Let us say, as an example, that an order from trade has not been fully accepted and not been broken down and distributed. In this case, industry would be liable in the amount of 20% of the total value of the undistributed and uncoordinated portion of the order, with part of that amount taken out of the material incentive funds.

In case of nonfulfillment of the indicator "degree of satisfaction of the order" specified in the agreement for quarterly or annual deliveries, the enterprise or association would lose the additional bonus payments and would not receive incentives based on the results of the socialist competition, even if the other plan indices, including volume of sales of output, were fulfilled. Conversely, if the trade order is completely filled and the delivery agreements are fulfilled, the industrial collectives would be awarded bonuses in the amount of up to 20% of the wage fund based on the work results for the year. The additional bonuses payments for the fulfillment of other indices would be retained.

It is our opinion that such independent actions as the delivery of items not conforming to the specified quantity or assortment and goods not ordered by the trade system, as well as items produced over and above the volume specified in the agreement, should also have a negative upon the indices of the enterprises. This would increase industry's responsibility for the precise and absolute fulfillment of the agreements it concludes. This would discourage enterprises from loading up the warehouses with goods which no one needs but which have for some reason been included in advance in the plans for commodity sales. And if, in addition to this, we remove from the Statute on the Production Enterprise and the

Statute on Deliveries of Consumer Goods the sections which permit industry to arbitrarily sell products not ordered by the trade system or not distributed by the established procedure, the practice of forcing unordered goods upon the consumer would become an economic burden for industry. In short, we must assure that the consumer receives priority consideration throughout, whether we are dealing with industry and trade or with trade and the customer.

[Question] What is supposed to be done with those goods, once they have come off the conveyor belt? They cannot be simply thrown into the garbage....

[Answer] Of course not. That would not be intelligent and it would be too expensive. Trade could agree to sell them, but... on a commission basis and at prices which would make it possible to sell them. Would this be profitable for industry? Absolutely not. It would link industry more closely with trade, however, and make it more dependent on it.

Incidentally, we should impose certain penalties for delaying delivery or failure to make full delivery in accordance with orders and agreements. We already have such penalties, to be sure, but we consider them to be paltry. We need to increase them, make them felt, make them "hurt in the old pocketbook."

[Question] What do you think should be done to increase the requirements with respect to product quality? Producing in quantity does not necessarily mean that all the goods will be sold....

[Answer] You are absolutely right. We have mountains of unsold goods to prove it. This is why I would like to increase the liability of industrial enterprises and the personal responsibility of management for the production of goods which deviate in quality from that specified in the contracts. What if we were in fact to increase the fine for delivering defective goods from 20% to 30% and raise the amount paid for products in the highest quality category from 30% to 40% of the total value of the rejects? This would work. Believe me, it would work. Especially, if we punish those specifically to blame.

There is another type of defect. In this case, an item deviates from the approved and mutually accepted samples, but these deviations do not affect their usage. In such cases, the items should also be sold on a commission basis and at prices making it possible to sell them. This would be fair and would discourage deviations from the accepted samples.

It would be useful to establish a system whereby the economic sanctions imposed upon enterprises and organizations because their goods do not conform to the standards and technical specifications, would result in an immediate reduction in their material incentive funds corresponding to the specific portion of those products in their total output. Would this be fair? I believe it would.

[Question] Incidentally, I just have to ask what the technical control section (OTK), whose workers permit defective products to leave the enterprises, are doing. This has become a banal question, but....



[Answer] Excuse me for interrupting, but this is not a banal question. It is a sore point. This occurs because the workers with the technical control sections are essentially under the power of the enterprise managers. After all, their material incentives frequently depend upon the fulfillment of the production plan. And so, they do not properly inspect for quality. They sometimes resort to artificially raising the grade of items and exhibit liberalism, releasing inferior goods into the trade system. This is no exaggeration. It can be proved with precise data on quality inspections conducted by agencies of the state inspectorate system, Gosstandart, state trade inspectorates, wholesale organizations and retail trade enterprises. And the customers who write to your editors no doubt report the same thing.

[Question] And how!...

[Answer] You see. Then why don't we alter the role of the technical control sections and increase the liability of their workers for passing defective items, at the same time providing them with a material incentive to work for quality? We should deprive the leaders of the technical control sections of all types of additional bonus payments, if, based on the amount of goods rejected in each quarter, the quantity of defective items of light industry, let us say, exceeds 5% of the total output. Correspondingly, we could provide incentives for the workers with the technical control sections based on their work, but taking into account product quality, regardless of the enterprise's fulfillment of the production plan with respect to quantity. Incidentally, the normative acts contain a provision for this, but it is practically never applied. And that is too bad!

Among the other measures, I believe that it is important to enhance the role of the trade workers in the artistic and technical coordinating councils, even to the point of giving them authority to "veto" in certain cases. We should reduce the effective period for temporary (increased) prices for goods of improved quality produced by light industry from 3 years to 2. In the present situation, because they are in effect for such a long time, the goods frequently pile up in the trade system and sometimes even become unpopular and unmarketable. Incidentally, with respect to unmarketable goods, we still need a more flexible and less cumbersome discount system for these. We need to have seasonal sales, which are extremely common in the fraternal nations. We should boldly lower the prices, especially for goods in seasonal demand. We should not delay or put off the matter, otherwise we may find ourselves with an extensive loss. This would mean increasing independence at the lower levels of the trade system, without reducing the discount compensation funds.

Naturally, we should do everything possible to improve planning for production and delivery of non-food items. In the first place, we need to expand the list of these products, as planned in kind and in terms of monetary value, in order to take the dominant role away from the size of the pile and the amount of rubles. This would make it profitable to produce items which are less expensive but which the people need. It would be a good thing to institute liability on the part of the industrial enterprise for altering the production plan with respect to volume, delivery dates or assortment, without the agreement of the agencies authorized to distribute such goods. And for each violation, let the economically accountable industrial association or enterprise pay a certain fine, and let the managers specifically to blame lose their additional bonus payments.

In short, we have a great many suggestions. There is not enough space in the magazine to list them all. In addition, many of them are of greater interest to the specialists than to your millions of readers. Let me say, though, that we trade workers are taking a totally responsible attitude toward the demands set at the 26th CPSU Congress and the November 1982 Plenum of the CPSU Central Committee with respect to improving the performance of our branch and doing everything possible to satisfy consumer demands. We are improving our links with industry, strengthening labor and production discipline at all levels, enhancing the caliber of our service and arranging trade hours which are convenient for the workers. This has already been reported in the press. The slogan "The Customer is Always Right" is still our main motto.

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## HOUSING AND PERSONAL SERVICES

### LATVIAN PERSONAL SERVICES NEED IMPROVEMENTS, GOSPLAN OFFICIALS SAY

Riga KOMMUNIST SOVETSKOY LATVII in Russian No 4, Apr 83 pp 34-39

[Article by Ya. Elksnin'sh, chief specialist in the Latvian SSR Gosplan, and V. Dubra, section chief at the Latvian Gosplan Scientific Research Planning Institute: "To Improve Personal Services"]

[Text] Consumer personal services are playing a major role in implementing the task outlined by the party for a further upsurge in the people's well-being. Since they are an integral part of social production, they actively influence Soviet people's standard of living, promote savings of their free time, and create conditions for the all-around development of the individual, and also growth in general labor productivity.

In recent years personal services for the consumer have been made into a specialized sector of the national economy developing on a modern industrial base. In the Latvian SSR many thousands of people are employed in these services, and the sector has at its disposal a ramified network of enterprises: 2,500 production facilities, including personal services houses, workrooms and workshops, and also 1,195 receiving points in territorially isolated locations. About 700 different kinds of services are available to the public.

Considerable funds are allocated each year to develop personal services. In the 10th Five-Year Plan alone, R25 million were assimilated to strengthen the material-technical base of the sector. A total of 52 projects were commissioned, including 12 personal services houses, workrooms, and shops for laundry and dry cleaning, in which up-to-date labor organization has been introduced, along with new equipment and progressive production technology. Much attention has been given to questions of the reconstruction and retooling of existing enterprises. Half of all capital investments went for this purpose.

Strengthening the material-technical base of the sector has promoted an improvement in consumer services and a more complete satisfaction of consumer requirements for personal services. Compared with 1970, in 1981 the volume of sold personal services for Latvian consumers increased by a factor of 1.3; compared with 1965 the figure was 3.4. As envisaged in the five-year targets, personal services for rural locations have been developed at rapid rates. Compared with 1970, in 1981 the volume of services offered to the rural population doubled; compared with 1965 it increased by a factor of 4.7.

First priority has been given to those kinds of personal services seen to be in greatest consumer demand. They include laundry (increased by a factor of 2.2 compared with 1970), dry cleaning (increased by a factor of 1.3), and all kinds of repairs, including complicated domestic equipment and television sets (a factor of 2.7) and the repair and construction of dwelling quarters on orders from consumers (a factor of 2.3).

One important task for personal services is not only growth in volume indicators but also improvements in the quality of services and bringing them closer to the residences and working places of the workers. During the previous five-year plan republic consumers were offered 220 new kinds of services and forms of services. In our view, a positive assessment should be given to forms of service such as emergency repairs for radio and television equipment on the "same day" principle, delivery services for large rented items, home deliveries of orders, a coupon system for consumers for the repair of footwear and others.

Improvements in the work of the sector have been promoted by broadly developed socialist competition under the slogan "For High Quality Labor at Every Working Place." Highest results in this socialist competition have been achieved by collectives in Aluksnenskiy, Bauskiy, Balvskiy, Valmierskiy and Kuldigskiy rayon and the Ventspils and Daugavpils city consumer personal services combines and the "Rigas apavi" production combine.

However, numerous shortcomings in consumer personal services in the republic have still not been eliminated and there are many unresolved problems. Services do not fully meet the requirements of the present stage in the socioeconomic development of society.

In his speech at the CPSU Central Committee November (1982) Plenum, CPSU Central Committee general secretary Yu.V. Andropov noted that the main criterion on which ministries and administrations should base their operations is the degree to which a sector satisfies the constantly growing public requirements. And if we consider the activities of the personal services from this viewpoint, then it must be said that in 1982 the degree to which per capita demand in the republic was satisfied was almost R20, or one-third, lower than the rational per capita normativ established for personal services. Demand for a number of very important kinds of services is not being fully satisfied. For some of them for which plans were not fulfilled during the 10th Five-Year Plan, lagging is also occurring in this five-year plan.

One important task for sector workers is to accelerate the development of personal services in the countryside. For it is on well organized personal services that improvements in the efficiency of agricultural production largely depend. And if the rayon centers are now in the main provided with a complex of personal services at places of residence, this still cannot be said of many kolkhozes and sovkhazes.

Within the sector there is also a considerable quantity of outdated and obsolete equipment and the level of labor mechanization is low because of the inadequate provision of up-to-date machines and equipment for personal



services. It is thought that in this connection special significance attaches to the efficient use of allocated capital investments. And concern about this is required at all stages, from project planning through setting up and assimilating new capacities.

Workers in personal services have serious claims against the construction workers, who are systematically failing to assimilate considerable funds.

The Latvian SSR Ministry of Construction should change its attitude toward these projects and evaluate their importance not only by proceeding from the volume of construction and assembly work but also and primarily taking into account their socioeconomic significance.

Given the generally quite high indicators characterizing the level of personal services, attention must be drawn to a trend that has been established toward a drop in the number of orders from consumers for certain kinds of services. At first glance it can be shown that this process results from a certain saturation in the services offered. However, a more careful analysis reveals other causes. They include the fact that in a number of cases the quality of services does not meet the requirements made of them. Moreover, sometimes people are alienated from a personal services by the failure to observe time periods for the completion of orders, red tape in formulation, refusal to accept orders and rudeness.

Enterprises and organizations offering personal services must take the most energetic steps to further improve the quality and standards of services and to insure that orders are completed on time. It should become the norm to evaluate the work of services workers primarily in accordance with qualitative indicators. Moral and material incentive within the framework of comprehensive systems for controlling the quality of personal services is called upon to play a decisive role here.

Many of the shortcomings in the organization of consumer services are explained by the imperfection of existing methodological principles in the planning and consideration of the indicator for the volume of sold personal services.

In addition to consumers, the sector enterprises now also service industrial enterprises and establishments and kolkhozes, sovkhoses and other organizations, and during the period of the seasonal decline in orders they produce consumer items in so-called small batches. All this is included in the total amount of personal services offered to the population and it affects plan fulfillment for the volume of sold services, and also determines the level of material incentive. Here it is considerably easier for the services enterprises to fulfill large orders from establishments and organizations than those directly from consumers, which require an individual approach to work quality, standards of services and time periods for the completion of orders. Therefore, in our view, in the interests of the consumer, there must be a switch to a separate accounting system and planning for the volume of sold services. The main indicator for the operation of enterprises in the sector should be the volume of services sold directly to the consumer, fulfilled for individual orders.

As a main indicator for the economic activity of consumer services enterprises, the volume of sold personal services creates the prerequisites for a "volume" approach to production for some kinds of services. Services connected with producing footwear, furniture, woven decorative articles and others are planned and accounted for in value terms, and when such orders are fulfilled the cost of materials is taken into account. This promotes the output of less labor-intensive and more costly items.

In accordance with the CPSU Central Committee and USSR Council of Ministers decree "On Improving Planning and Strengthening the Influence of the Economic Mechanism on Increasing Production Efficiency and Work Quality," definite work is being done within the republic aimed at eliminating the shortcomings listed. But it must be done more actively. It is essential to accelerate as much as possible the transfer to planning and evaluating economic activity according to the indicator for the net output normativ. This would, in particular, promote growth in the services offered to consumers on an individual basis.

To optimize consumer personal services means to insure the necessary level with minimum expenditures of time on the part of the client to obtain services. This requires that reception points, workrooms and workshops be brought closer, that is, the producer of the service should come to the consumer; and also improvements in operating conditions for personal services facilities and the introduction of new and progressive forms of service. The comprehensive reception points set up in the cities of the republic are playing an important role in solving this problem. In Riga, for example, five such points are functioning, and each of them offers consumers more than 30 kinds of services. Comprehensive reception points are also being opened at some of the industrial enterprises in the republic's capital.

A total of 618 rural comprehensive reception points are also operating in the republic. During the 10th Five-Year Plan they marketed personal services worth R38.7 million. This was almost double the figure for the 9th Five-Year Plan. However, at many farms the rural comprehensive reception points are dilapidated and the premises unsuitable, and this is hampering the work of reception point workers and causing justified complaints from rural inhabitants. As a rule, the range of services offered is also limited in these kinds of rural comprehensive reception points.

The interests of the matter demand that the republic's industrial enterprises and organizations and the kolkhozes and sovkhoses participate actively in improving personal services. The opening of personal services facilities should be regarded as a task of state importance. Each manager should recognize the great effect of a well organized service in strengthening labor discipline and reducing staff turnover and unproductive losses of working time. According to some (by no means complete) calculations, in the Latvian SSR alone workers at kolkhozes and sovkhoses lose 5.5 to 6 million man hours of working time each year in trying to obtain personal services. It is the duty of every manager to reduce these losses to a minimum and radically improve personal services for production collectives.

Measures implemented everywhere to review the existing conditions for the operation of personal services enterprises will promote a reduction in the time and effort spent on obtaining services and in unproductive losses of working time. Until recently they were by no means convenient for consumers. According to figures from an investigation conducted by the republic central statistical administration, most reception points (75 percent) accepted orders between 0800 hours and 1800 hours. Only five percent of the total accepted orders from 0700 hours, and only 13 percent during the evening hours (up to 2000 hours or later) (and these were mainly hairdressers, laundries, reception points for dry cleaning, rentals, and technical service stations for vehicles). The operation of the personal services enterprises is now being organized on a 6-day two-shift basis. In order to meet consumer demand for photographic and transport services, self-service laundries, rentals and a number of kinds of repair work, measures have been implemented that provide for the operation of duty enterprises on Sundays and holidays. In the main a unified foundation has been laid for the operation of all enterprises in the network from 0800 hours, and in some cases from 0700 hours (for home services) to 2000 hours (and 2200 hours for home services and emergency services). A start has been made on the extensive use of variable hours of operation throughout the week and on individual days. The shift coefficient has been increased. Further painstaking study is now required to find the most convenient operating conditions for clients, which, as envisaged in the appropriate decisions, in each case must be precisely agreed with the local soviets of working people's deputies.

It should be noted that improvements in the operating conditions for services should be accomplished through improvements in labor organization, a more skillful allocation of personnel, strengthening labor discipline, and enhancing the responsibility of each worker for his assignment.

The accelerated completion of these tasks depends largely on the help from the local organs of power. They have at their disposal broad opportunities for actively influencing consumer personal services. In this connection, the experience of the ispolkoms of the Riga, Daugavpils and Ventspils city soviets of working people's deputies, and of those in Gulbenskiy, Daugavpilsskiy and Lumbazhskiy rayons, which have worked out concrete programs for strengthening the material-technical base of personal services through the industrial enterprises, construction organizations, kolkhozes and sovkhoses, and which are striving persistently to realize them, deserves support and dissemination.

The most important requirements at the present stage in the development of the economy--enhancing the role of intensive factors, and preferential growth in final results relative to expenditure to achieve those results--also apply in full to personal services. Proceeding from this, it is planned that almost 95 percent of growth in the volume of sold personal services will be achieved through labor productivity growth. In this connection, special significance attaches to improvements in the utilization of the labor force. At many enterprises in the sector positive experience has been gained in achieving stable growth in work operations with fewer numbers of workers through combining several skills, extending the range of services and starting up mixed operations. Practice graphically confirms the efficiency of the brigade form for labor



organization and wages. Labor productivity in brigades working on a single-job schedule is as a rule 20-30 percent higher than for other forms, and here work quality is better and losses are minimal. The numbers of such collectives in the sector must be increased in every possible way.

Success in the function of the personal services depends in a decisive way on how personnel work in it. Now, the requirements are constantly growing in terms of their vocational training and ability to provide high standards in services and how they observe labor, planning and technical discipline; and also the accuracy of their work and the organization of all workers.

Definite work is being done in the sector to train, educate and improve the skills and placement of personnel at all levels and in all elements. Within the personal services system, training of new work personnel is being done with the aid of courses, and also through brigade and individual training. In addition, the state system of vocational and technical training is playing an increasing role here. Each year about 600 people in the consumer personal services sphere graduate from these training institutions. The base is the No 34 vocational and technical school, which trains specialists for personal services in 15 occupations.

The interrayon and republic courses in various specialties, and also the Latvian SSR Intersector Institute for Raising the Qualification of National Economic Specialists, are playing a major role in training upper-echelon personnel.

However, much remains to be done to improve training for personnel in the sector. Technical progress in developing domestic appliances equipment and instruments is rapid, and the complexity of repair work increases with each passing year. It is this that largely determines the need for improved training and retraining for personal services workers. They are required to have high vocational skills and knowledge, high personal standards, conscientiousness, responsiveness, tact, and a friendly and good-natured attitude toward clients. This applies first and foremost to reception point workers since they are the first to come into contact with clients, and it is on them that judgements are made about the collective of the enterprise, workroom or workshop. These qualities must be constantly instilled, giving particular attention to them on courses for reception point workers, tailor's cutters and other workers directly connected with consumer services.

It is thought that the proposal of the Latvian SSR Ministry of Consumer Services that within the republic a sector center should be organized to raise qualifications should be supported; this would make it possible to implement more efficiently measures for personnel retraining.

Tasks concerning the further development of consumer personal services with the aim of satisfying more completely demand from workers for all kinds of personal services stem from the decisions of the 26th CPSU Congress and the CPSU Central Committee November (1982) Plenum. In accordance with the republic's social program, during the 11th Five-Year Plan it is necessary to increase the sale of consumer personal services to R160 million, which

is 30.2 percent more than in 1980. In rural localities, the sale of consumer personal services should grow 31 percent. In 1985 it is planned to provide per capita personal services worth R63. Implementation of a complex of technical measures should insure a profit growth of R3 million in the sector during the five-year plan while releasing 700 workers and achieving savings of up to R2.5 million.

The tasks facing the personal services are complex and crucial. Their social significance is great. This is why it is so important to improve personal services incessantly, decisively eliminate the shortcomings existing here, and improve in every possible way the quality of work and the standards of consumer services.

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## CONSUMPTION TRENDS AND POLICIES

### KUDRYAVTSEV SPEAKS ON IMPROVING CONSUMER GOODS IN ESTONIAN SSR

Tallinn SOVETSKAYA ESTONIYA in Russian 12 Apr 83 pp 2-3

[Report by A.I. Kudryavtsev, second secretary of the Estonian Communist Party Central Committee: "On the Organizational and Political Work Performed by Republican Party Organizations to Further Increase Production, Expand the Assortment and Improve the Quality of Consumer Goods in Light of Demands et at the 26th CPSU Congress"\*)]

[Text] Comrades! The 26th Party Congress worked out an extensive program for further improving the people's welfare during the 11th five-year period and in the decade as a whole. This program embraces all aspects of the Soviet people's life--consumption and housing, culture, rest and relaxation, working and living conditions. It devotes special attention to the task of increasing the production of consumer goods. In view of the enormous importance of this problem, the party deemed it possible and necessary to orient the national economy toward outstripping rates of development for those industries producing consumer goods.

The enormous importance of this work was discussed at the November 1982 Plenum of the CPSU Central Committee. In his speech at the plenum, Comrade Yu.V. Andropov, general secretary of the CPSU Central Committee, stated: "The task involves not only increasing production, but also considerably improving the quality of consumer goods." He especially stressed the fact that each republic must be responsible for its own production of consumer goods.

The decrees passed by the CPSU Central Committee and the USSR Council of Ministers "On Measures to Increase the Most Important Consumer Goods During the Period 1981-1985 and to Further Satisfy the Population's Demand for These Goods" and "On Increasing the Production of Consumer Goods, Improving Their Quality and Their Assortment During the Period 1981-1985." These decrees outline a system of measures for accelerating the development of consumer goods production, to enhance their quality and improve the assortment. These documents are currently of especially great importance to the republic, since a considerable portion of our enterprises produce consumer goods. Consumer goods account for around 43% of our total industrial output. We are talking about the need to more fully satisfy the population's demands for high-quality goods, however.

During the first 2 years of the five-year period, we have produced 128 million rubles worth of consumer goods over and above the plan. We have reduced the shortages of many essential items and improved their quality.

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\*Abridged printing.

There is still cause for concern, however. This becomes more apparent when we consider just what is behind these favorable indices and figures for plan fulfillment in terms of rubles.

Anyone can see that the consumer market is not what it was 10 or 15 years ago, let us say. People are dressing better and are more fully satisfying their needs for goods. And we can only be glad for this. At the same time, however, the people's demands have grown. The consumers today need not just goods, but excellent articles, modern products which measure up to the demands and the possibilities of our people.

And there is a shortage of such goods. We have a shortage of attractive footwear, elegant, modern suits and raincoats, and a great deal more.

"The whole problem is one of demand. We simply cannot keep up with the constant increase." We frequently hear this kind of explanation in connection with the absence of this or that product. But let us take a closer look. Are all of our deficiencies a result simply of increased consumer demands, of inadequate supplies of raw materials and other, so-called objective factors?

We have enterprises which, while generally fulfilling the plan, nonetheless fail to fulfill the established assignments with respect to assortment. These include the sewn-goods enterprises, which failed to fulfill assignments for the production of a number of children's items, including coats, raincoats and suits, last year.

Assignments for 13 of 98 types of consumer goods, for the production of which the ministries and departments are responsible, were not fulfilled last year.

Certain enterprises, including the Vazar Association and the Eesti Kaabel' and Estoplast Plants, are generally falling behind in their fulfillment of assignments set for the five-year period for certain types of products.

Failure to fulfill assortment plans also entails violations of delivery regulations. There have been more and more of these violations in recent years, and this cannot but give us cause for alarm and concern.

Last year, for example, more than one fifth of the associations and enterprises which are the main suppliers of consumer goods in the republic failed to fulfill their commitments with respect to delivery of the established assortment of goods. The total shortage amounted to almost 8 million rubles. Do we need to point out that such lack of discipline on the part of the enterprises, such poor planning and performance discipline create disruptions in trade. This is how "shortages" are frequently created, resulting in unstable demand, turmoil in the stores, lines and hoarding. And the supplier, the violator of discipline, does not feel responsible and has no fear of sanctions. These sanctions are ordinarily light and the fines, frankly speaking, are paltry and produce no real loss for the enterprise.

Unfortunately, the situation is the same this year as last.

Just during the first 2 months deliveries of consumers goods have been short by 4.5 million rubles. And the main debtors are our well-known industrial branches,



which ordinarily perform well: the Ministry of Light Industry, Estrybprom [Estonian SSR Administration of the Fish Industry] and so on. We cannot accept this situation.

I would like to direct attention to yet another matter--deliveries of seasonal goods. Their production is frequently planned not at the beginning of the season, but at the height or even the very end of the season. We need to reconsider this planning practice. The trade organizations are also still complaining about the irregularity of the supply. The bulk of the deliveries are ordinarily made during the second half of the month. This also complicates the work and creates lines in the stores.

The observance of shipment discipline and the timely fulfillment of contractual commitments are the concern not just of the enterprises leaders, but also of the party organizations and the party raykoms and gorkoms.

We need to increase party demandingness of those violating planning discipline, of all those who fail to provide goods in accordance with the orders and contracts.

It would seem to be absolutely clear that what is attractive and convenient, what is advantageous to the customer, should also be advantageous to the enterprise. Nonetheless, we frequently find enterprise managers who, in their pursuit of good volume indices, try to produce primarily those products which are the most profitable to the enterprise, even if there is no demand for them.

Naturally, the plan must be fulfilled. The plan is law, but we also need to think about the consumer, about all those for whom we are working, for whom we are turning out our products.

Where questions having to do with increased production of consumer goods are resolved from the state, the party, position, where concrete concern is actually shown for the individual, the people are also constantly concerned with improving the quality and increasing the assortment of the goods produced.

It is our primary and most important concern and duty to produce items of good quality. We cannot and should not agree to anything less than products measuring up to the best world and Soviet-produced items.

I have to say that a great deal of work is being done to improve the quality and to expand the assortment of products in the republic's light, local and food industries. There are still too many unresolved problems, however, and too many bottlenecks. Some enterprises frequently violate the standards and technical specifications. Last year alone, almost 330,000 rubles worth of goods were taken off the lists credited to more than 40 enterprises for poor quality. These enterprises included the Kommunar Association, the Tartu Branch of the Kooperator Association and the Pyarnu Bakery Combine. We also have unpleasant cases in which the State Emblem of Quality is withheld from items.

It is obvious that some of our enterprises are not exercising proper control over product quality and that the technical control sections are doing a poor job there.

And these are the services charged with primary responsibility for preventing defective items from getting through to the stores, a filter through which defective products must pass. So many of these products are passing through, however, that the lots of goods have to be "screened" again before they go onto the counters in the stores. And we still frequently receive inferior clothing, uncomfortable footwear and unreliable radio-phonograph sets. These products are putting the customers into a bad frame of mind.

We have many enterprises producing items with a good name. Shirts produced by the Sangar Factory, for example, are frequently snapped up immediately, and almost half of its products, 40%, bear the Emblem of Quality. The Vyrn Furniture Factory produces excellent furniture, and 56% of its products have also been awarded the honored pentagon. I can also say many good things about the Association imeni V. Klementi. We do have somewhere to turn for progressive experience, then.

At the same time, there are hundreds of thousands of rubles, to put it mildly, worth of unsalable goods in the store warehouses. There is extremely limited demand for coats produced by the Valga Clothing Factory of the Baltika Association and the Virulane Factory and for woolen fabrics produced by the Factory imeni 1 Dekabrya and the Keyla Factory. No more than 3.5% of the items produced by these enterprises are in the highest quality category.

In these cases we frequently hear complaints about the associated industries. It does in fact seem that the profusion of economic ties and the large number of suppliers relieve certain producers of responsibility for inferior products. The others let us down, they say, provided us with unsuitable yarn, inferior dyes and finishing materials. I would like to know, however, why the consumer should bear the burden, why he should pay for all of this in terms of both rubles and irritation.

We need to be more demanding and stricter with our partners. The trouble is that the trade organizations themselves refuse to level fines and are satisfied with the replacement of the rejected articles, obviously because they do not want to "spoil their relations" with the suppliers.

Incidentally, the trade organizations themselves could do a great deal more to help the enterprises improve product quality, by creating start-to-finish of excellent quality, let us say. We have some experience with such brigades in the nation, and it would not be a bad thing for us to adopt it.

There are also other ways to enhance product quality and to combat defective workmanship. The party organizations should be more active in this area. At many enterprises they frequently lose sight of certain important matters, however, and sometimes take a conciliatory position. In many cases, especially when the reduced quality is a result of violations of technological and labor discipline, of course, those specifically to blame must be strictly punished. We also need daily, demanding party work in the collectives, however, a thorough study of the causes of violations and the elimination of conditions giving rise to them. We need to do a great deal of indoctrinational work with the people.

We need to create universally, in all the labor collectives, a climate which rules out the possibility of inferior work and defective products, in which neither respect nor honor is shown for those who perform poorly and produce defective products.

We need to constantly enhance the role of the fashion experts, designers, color coordinators and pattern makers and increase their responsibility for the development of quality consumer goods and the initiation of their production. These are production specialists, the same as engineers and technology specialists. And their responsibility for the end result, for the product quality, should be equally great.

This is especially important in the case of new models or styles. Assortment renewal and the conversion to the production of new items involves not only engineering and technological problems. The designers are also involved in it.

It needs to be said that the management leaders and party organizations have recently somewhat relaxed their attention to matters of assortment enlargement and renewal. But the people are very demanding with respect to new, modern and fashionable products, and their demands grow each year.

It is not just a matter of quantity, of course. The enterprises in our clothing industry, for example, renew more than half of their assortment each year. Far from all of these new products measure up to the consumer's demands, however.

Just take a look at our exhibits and our spring and fall fairs, however. This is where you will find a wealth of imagination and a play of colors. This is where you will find truly new fashions, elegant and stylish, made of excellent fabrics, with attractive, modern trim. It is as though our enterprises are really showing off their capabilities. One later discovers that the exhibition and real life are two different things, however. It turns out that the trade organizations cannot conclude agreements for many of the models and fashions on display. Or else, they conclude an agreement but then receive something quite different from what they have ordered: not the same trim, not the same fabric color. In short, nothing like that which the enterprise had on display when the agreements were signed.

The fabric situation is especially bad, primarily with respect to woolen and silk cloth. The republic's Ministry of Light Industry should do more to renew and expand their assortment. This is especially important with respect to children's articles and children's clothing.

Many complaints are also leveled against enterprises of the Ministry of Local Industry. They are still not giving adequate attention to the assortment renewal or to the production of new items.

How do we explain the fact that some of our enterprises are so slow, so irresolute, so unwilling when it comes to switching to the production of new, modern and fashionable items? The answer is simple. Fashionable products are more difficult to manufacture, and more labor is involved. This means that their production cost is higher than their retail price. And so, by switching to their production, the enterprise risks suffering a temporary loss of profit.

This is all the more true, because the enterprises frequently have to accept lower labor productivity. In this respect, the participation by party organizations in the conversion to production of the new items is especially important and useful. In such cases we especially need proper indoctrinational and organizational work by the communists. They must overcome attitudes produced by the apathy of some workers, by their unwillingness to move ahead to new things, to go to the extra trouble.

Incidentally, a drop in profits is not absolutely necessary. The so-called contract prices for the first experimental batches, especially of stylish items, can and should help the enterprises in this case. Unfortunately, our industry is hesitant to take advantage of this right, and it does so poorly.

Last year, for example, the production of especially fashionable items at contract prices did not exceed 1% of the total output under the republic's ministries of light and local industries, the ERSPO [Estonian Republic Union of Consumers' Societies] and the Estonian SSR Ministry of the Timber and Wood Processing Industry. Only 1 million worth of these items was actually produced. This is a 3-fold drop from the amount specified in the contracts between the enterprises and the trade organizations. In addition, many of these items, while more expensive, differ from the ordinary items only in the quality of the material (imported, as a rule). Once again, the processing, the accessories and the labeling leave something to be desired. It is the limited assortment of modern new products and the inadequate quantities of these which are preventing us from opening a store dealing in especially fashionable products in Tallin and also a store selling youth products, among others. And we need such stores very much. They would help us not only to satisfy the needs of the youth, but also to develop and shape their tastes.

We need to step up the work of expanding and renewing the assortment. It is possible to do this. After all, the industrial branches producing consumer goods in the republic have great production and scientific potential and skilled cadres. We need to take maximum advantage of the planning and design and the technological offices and branch institutes of the Tallin Fashion Center for this purpose.

We have to say that the branch institutes and design bureaus are presently performing very ineffectively, however. Experience has shown that the ministries are doing a poor job of overseeing their branch institutes and doing little to involve them in this important work.

The branch institutes and design offices are not doing enough to develop new production processes and new types of products. Their special plans devote little attention to these extremely important matters. Strange as it sounds, the Ministry of Local Industry has in general relieved its branch institutes of the need to monitor and coordinate the development and the production of new consumer goods. The planning and design office for the administrative systems under the republic's Ministry of Light Industry are also doing almost nothing with respect to specific production questions, the elimination of bottlenecks and the improvement of the production processes at enterprises. It prefers, instead, to consider mainly general, theoretical matters. Most of the work performed by this design office is not covered by contracts.



I believe that the management and the party organizations of branch institutes, planning and design and technological offices should begin assessing the results of their work with greater demandingness and studying more thoroughly the deficiencies and errors in the organization of research and development and, most importantly, the practical implementation of the results. And the ministry's workers should demonstrate greater principle and demandingness in their assessment of the performance of these collectives.

It is time for everyone involved in the production of consumer goods to understand that the assignment of consumer to Group "B" (the second letter in the alphabet) is only a formality. It gives the impression that these goods are of secondary importance. With respect to the tasks facing us, however, they are also in Group "A."

The November of the CPSU Central Committee and decrees passed by the CPSU Central Committee and the USSR Council of Ministers on these matters are further confirmation of the great importance which should be attached in our economy to problems of providing the people with a diversity of excellent consumer goods.

Questions having to do with increasing production, expanding the assortment and improving the quality of consumer goods are closely linked to the study of demand.

In recent years we have created a system of appropriate services, which embraces both trade and industry. This work is poorly coordinated among the services, however. Practically no use is made of the information derived from the study of demand for compiling trade's orders or in the development of production programs in industry. No long-term forecasting of demand is performed for the various groups of the population.

We have many possibilities for studying consumer demand and satisfying it more completely. We only need to use these skilfully and with initiative.

Firm stores could help us with this matter, just as an example.

We now have 11 such stores in the republic. Only a few of them, however--the Tallin Furniture Center of the Ministry of Timber and Wood Processing Industry, the Uku store of the Ministry of Local Industry, for example--can truly be called testing centers for new products.

It would be difficult for the ministries alone to master progressive methods for serving the population. This endeavor will progress far more rapidly if the initiative of the managers and their work in this area receive the support of the soviets of people's deputies and the trade organizations. They can and should help to strengthen the materials and equipment base for firm trade, assist the ministries and departments with the outfitting of stores with modern service equipment and concern themselves more with the selection of cadres and the improvement of their occupational skills.

There is yet another way of satisfying the demands of the population for new, fashionable products, especially those made of local raw and processed materials.

Experience has taught us that it is useful to create special departments and sections in the department stores for the sale of items produced by local plants and factories. We need to give these firm departments priority with respect to new types of goods direct from the enterprises.

There are many unresolved problems. And we need to resolve them together, by strengthening and improving ties between the various branches of industry and the trade organizations. I would like to recommend that the ministries of the trade, light, food, meat and dairy, timber and wood processing industries get together more frequently in board meetings and workers' conferences. It would be useful also to create special, joint working groups for the resolution of current, pressing problems. This would make it possible, I believe, to considerably accelerate the resolution of many questions pertaining to the production and delivery of consumer goods.

Goods for everyone--a matter for everyone! This is the way it stands today. This task was set for us at the November Plenum of the CPSU Central Committee.

Despite all this, many Union associations and enterprises offered even fewer consumer goods at the wholesale fair this year than they had last year.

We have criticized the management and party committees of the Estonbumagprom Production Association, the Dvigatel' Plant, the Baltiyets Plant, the Plant imeni M.I. Kalinin and the Loksa Ship Repair Plant more than once at plenums and conferences for lethargy and sluggishness in the organization of consumer goods production. The situation in these organizations has still not been rectified, however. It is long since time to stop talking and do something.

This is all the more true, since we have examples of imaginative and responsible work in this area.

At the initiative of the party organization at the Tallin Machine-Building Plant for example, a plan of organizational and technical measures was worked out, and party meetings were held in the shops, at which the goals were set for the collectives with respect to increasing the production of consumer goods. A production section was set up within a prefabricated metal building assembled by the plant itself. The plant is now producing seven types of consumer goods with value of 2.7 million rubles.

Products of the Plant imeni Kh. Pegel'man, particularly the miniature hearing aids, are well known. It is very important for this labor collective to continue working persistently to increase the output of these products. Their output will increase almost 5-fold during the 11th five-year period.

It is absolutely clear that we can only achieve a significant increase in the production of consumer goods by making skillful and effective use of all available resources.

What are the basic problems in this area? First of all, there is the utilization of production capacities.

I could cite as a positive example of this, the republic's light industry, where in 1982 they increased the work shift coefficient and reduced equipment downtime by making better use of production capacities for the production of knit underwear and outer garments and hosiery items. Production capacities in the sewn-goods branch are now being used at a 93.5% level.

The experience of Union enterprises has taught us that the best results are achieved in the utilization of capacities, when specialized shops, sections, brigades, design and technological services are created at the plants and in the associations.

It is very important for every Union enterprise to have such a production subdivision.

The continued development of production capacities at enterprises producing consumer goods depends greatly upon the enhancement of effectiveness for the use of capital investments and upon the extent to which funds allocated for the development of the branches are applied. Material and financial resources should be channeled primarily into the technical retooling and expansion of existing production facilities.

The allocation of funds for these purposes alone cannot accomplish the necessary tasks. We must make thrifty use of these. The retooling of the Krengol'mskaya Manufaktura Combine is an example of the proper, party approach to the use of state funds. After a thorough and constructive review of the plan, combine specialists, together with the ministry, decided to modernize the plant in stages, without halting production. This would be less expensive and would not affect the fulfillment of five-year assignments. I would like to especially stress the fact that all of this work is being carried out at the initiative and with the direct participation of the combine's party committee.

The technical retooling process continues at the Pyarnu Linen Combine. The weaving facility is to be modernized after the spinning section. Modernization of the Tarbeklaas Plant has been completed. At the initiative of the party organization, the plant's collective has committed itself to master these capacities ahead of schedule.

There are numerous such examples in the various branches of our industry. They include the collectives of the Tartu Experimental Plant for the Production of Plastic Articles, the Kalev Factory, the Baltiskaya Manufaktura Combine and others.

The November Plenum of the CPSU Central Committee discussed the urgent matter of improving conservation and making thrifty, efficient use of funds, raw and processed materials.

As you know, the republic's industry operates mainly with imported raw and processed materials. It is therefore especially important for us to have a thrifty regard for the materials and be able to utilize everything, without losses. The initiative of the managers and the organizational and mass political work performed by the primary party organizations and party committees should focus on this.

There is a significant overconsumption of raw and processed materials and fuel at enterprises of a number of branches. The cause frequently lies in negligence, unsatisfactory preparations for production and the use of equipment in need of repairs.

The party committees should thoroughly study the causes of all types of losses and work out the necessary measures to eliminate them. Unquestionably, the ministries and their party organizations should also be involved in this work.

The experience of the best collectives in the efficient utilization of raw and processed materials is still being poorly disseminated in our republic. One does not feel that the party organizations of the corresponding ministries and departments are taking an active and concerned stand on this matter.

The recycling of useable production by-products is an important matter for us. This is a large reserve for increasing the production of consumer goods. It is presently being used extremely inadequately, however. Cooperation among the various enterprises is highly important in this respect. Each of them has its waste materials, and more extensive use could be made of these at other enterprises. Such cooperation is still being established very slowly. The matter is hampered by the lethargy of departmentalism, about which we have spoken so much and which we have still not been able to overcome. The party organizations and local soviets could do a great deal to improve this situation.

The soviets of people's deputies have extensive authority and possibilities for stepping up their influence on the performance of enterprises producing consumer goods. They only need to apply these rights with greater firmness, consistency and initiative. This is especially true of the use of local raw materials. The production of various food products out of local raw materials, as well as the traditional assortment of local goods, have been significantly increased with the active assistance of party committees and soviet bodies, for example. Workers in the consumer cooperatives must also make a significant contribution to this important effort.

In all the stages of economic development, the party has attached great importance to the growth of labor productivity, and continues to do so.

One of the important ways to increase labor productivity is to reduce the number of manual, heavy and unproductive operations. A special comprehensive program has been worked out in the republic for enhancing labor productivity. It calls for a reduction in the portion of manual labor, to 34.4% in 1985. This figure was almost achieved in the republic's light industry. Nonetheless, manual labor continues to account for a large portion of the work. Manual laborers account for a large portion of those employed at enterprises of the Ministry of the Timber and Wood Processing Industry and in the meat and dairy industry.

The instruction issued at the 26th party congress with respect to engaging seriously in the work of correcting this situation is still being fulfilled too slowly. The enterprise specialists, the technical services of the ministries and departments, the efficiency experts and inventors should have something to say about this. All of this work should be performed under the supervision of



party and soviet bodies. This is not only an economic problem, after all, but also a large and very important social one. There are enormous reserves in this area.

The brigade systems of labor organization and incentives open up broad possibilities for enhancing labor productivity. Some fairly good results have been achieved at enterprises under the Ministry of Local Industry and at a number of light industry enterprises. I must point out, however, the fact that the portion of workers operating under the economically accountable brigade system for the Ministry of Light Industry is almost 2-fold less than in the republic's industry as a whole.

What is the cause of this?

In some cases the administration itself was obviously not prepared for the creation of these brigades and was unable to arrange the entire production organization system to conform to the brigade contract. Nor have all of the party and trade union organizations exhibited proper persistence and concern in this matter.

Experience has shown us that those brigades in which the communists set the tone are the most viable and stable. It is therefore especially important to increase the party influence in these brigades.

We frequently hear the management leaders complain about a shortage of workers. This is truly a complex problem. Its resolution depends in great part upon the freeing of workers by increasing labor productivity and achieving more extensive mechanization and automation of the production processes, as well as the retention of cadres in production by creating good working and living conditions for them. There are also other possibilities which we are still not utilizing adequately. These include, among others, the employment of pensioners, at-home workers and the rural population during the seasons when there is little or no farm work.

The large and important tasks which the party has set for us with respect to increasing the production of consumer goods require increased attention to these matters by the party, systematic and purposive work by the primary party organizations and skillful vigorous leadership by the party committees.

Committees are proceeding properly, which constantly focus their attention on the problems of increasing output, expanding the assortment and improving the quality of consumer goods, and which regularly discuss these matters at their plenums and bureau meetings. In connection with this, I would like to single out the Tallin and Tartu party gorkoms, which have worked out specific programs of action in this area for the primary party organizations, management bodies and leaders of public organizations.

Unfortunately, many of our party committees are still not demonstrating enough of this consistency and persistence.

A heightened feeling for the new, the ability to promptly spot and support useful initiative--these are qualities without which the manager and especially, the party leader, cannot get along today. Support for any initiative, even that which appears insignificant in the beginning, always generates in the people a desire to bring out new things. After all, initiative from below is a great reserve, for which there is no substitute. Nonetheless, our people are still not universally demonstrating persistence in the implementation of new and progressive things. The party gorkoms and raykoms rarely discuss progressive initiatives or take the essential organizational and indoctrinational steps to support and disseminate them. In the past 2 years the Tartu party organization has been practically the only one to discuss such matters. At two sessions of the Bureau it discussed the way in which the initiative conceived by the Tartu Tool-Building Plant with respect to increasing the output of consumer goods during the 11th five-year period was being fulfilled and disseminated at the city's enterprises.

Today we have the right to consider as backward that manager or party worker who does not wish to or is unable to determine the value of this or that experiment, to find ways to apply it on the practical level. This is the only way to describe this matter today. The focus of all our organizational and indoctrinational work should now be shifted to the shops, to the sections, there where the tasks involved in building up the production of consumer goods and improving their quality are actually being carried out. The placement of the communists in all the production sections and the enhancement of their avant-garde role are especially important in this respect.

Despite this, the party element has even decreased during the past 2 years precisely in those enterprises whose performance shortcomings we have discussed in such great length today.

Greater attention should now be given to the performance of commissions for monitoring the work of the administration. These have been created at all of the enterprises producing consumer goods. Far from all of them are actively functioning, however. They frequently lack persistence and purposiveness. The work of some of them is ineffective.

Deficiencies existing today in the work of those branches of industry producing consumer goods are due in great part to the fact that the ministry party organizations are taking far from full advantage of the authority vested in them for monitoring the work of the system with respect to fulfilling directives issued by the party and the government. They do not always respond promptly or adequately to omissions in the management of the branches. They do not always assess these from a standpoint of principle, from the party standpoint, and are sometimes not demanding enough of the communists in the system.

The matter of enhancing discipline and order in production and improving the use of work time is an especially important part of the work performed by party committees and party organizations today.

The situation with respect to this problem improved markedly in the republic last year as a result of steps taken by the party committees and primary party

organizations to strengthen labor discipline. Losses of worktime and intra-shift downtime were reduced. We managed to fundamentally alter the people's attitude toward these matters, to rally them for the struggle against truants and violators of discipline, primarily among the workers themselves, and to make them more active. And this is beginning to have a positive effect on the results of the management work.

We cannot content ourselves with what we have already accomplished, however. We need to remember that the campaign to strengthen discipline is not a short-term campaign, but a long-range program for all. The party raykoms and gorkoms and the party organizations must lead and coordinate this work and assure strict and undeviating control over the fulfillment of the decisions adopted.

The extensive development of socialist competition is a powerful level for increasing the production of consumer goods.

The party, trade union and Komsomol organizations and the leaders in management must strive to make the achievements of those out front accessible to all, to see that their example is followed by hundreds and thousands of workers.

With respect to this, we must assure that the socialist commitments accepted by the labor collectives and brigades are intensive ones, that they truly orient the people toward the achievement of high goals, toward highly productive, shock labor.

The branches producing consumer goods have now added to their previous commitments, additional commitments to produce 55 million rubles worth of these goods (in retail prices). This is a good thing, of course. I believe that our industry can do even more, however.

We can certainly achieve more, if we take into full account, at the right time and comprehensively, all existing reserves: labor and raw materials, all of the possibilities for utilizing the production capacities and all of the experience in organizing production.

A prominent place is assigned to our press, television and radio in the resolution of matters having to do with increased production and improved quality of consumer goods.

In dealing with matters pertaining to the production of consumer goods, the mass media must devote their attention not just to enterprises of the light and local industries, but also to the machine-building, chemical, timber management and other industries.

We have still not properly organized the advertising of consumer goods. We must bring it up to the proper level to conform to the growing interests of the Soviet consumer for new goods.

The republic's party organization is faced with exceptionally important and responsible tasks. In order to accomplish them, all of the party, trade union and Komsomol organizations, ministries and departments, the collectives of enterprises

and every communist will have to fully mobilize their abilities and knowledge, initiative and creativity, and make maximum use of accumulated experience. This will make it possible to rapidly put our reserves to work for the people and considerably increase output, to expand the assortment and improve the quality of consumer goods. We will thereby be successfully fulfilling the tasks outlined at the 26th party congress and the November Plenum of the CPSU Central Committee.

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## CONSUMPTION TRENDS AND POLICIES

### COOPERATIVE TRADE PROGRESS, PLANS DISCUSSED

Moscow SOVETSKAYA POTREBITEL'SKAYA KOOPERATSIYA in Russian No 5, May 83 pp 2-3

[Article: "The Central Task of the Five-Year Plan"]

[Text] A year ago the May (1982) CPSU Central Committee Plenum endorsed the USSR Food Program, which was drawn up in accordance with the decision of the 26th CPSU Congress. The implementation of the program is a qualitatively new stage in the development of agriculture and the entire agro-industrial complex of the country during the 11th and 12th Five-Year Plans. It reflects the main feature of the economic strategy of the party in the 1980's--the changeover of the economy primarily to the intensive path of development. The decisions of the May Plenum call for the proportionate and balanced development of the agro-industrial complex, the improvement of management, planning and economic stimulation and the orientation of production toward the obtaining of the best end results with the least expenditures of material, financial and manpower resources. The implementation of the Food Program should ensure the considerable increase of the production of agricultural products and should draw agriculture closer to the sectors, which are engaged in the storage and processing of its products, and to trade. It is based on the new processes, which are characteristic of mature socialism, of the integration of agricultural and industrial production, the further development of the two forms of socialist property--state (national) and kolkhoz-cooperative--and the convergence of the living conditions of the city and the countryside. The goal of the Food Program is to achieve in the shortest possible time the stable supply of the population with foodstuffs and industry with agricultural raw materials.

"The decisions of the May (1982) CPSU Central Committee Plenum and the Food Program," it is stated in the decree of the CPSU Central Committee, "On the 80th Anniversary of the Second Congress of the Russian Social Democratic Workers' Party," "mark a new stage of the present agrarian policy of the party. A more profound turn of all the sectors of the national economy toward the solution of the problems of the further development of agricultural production, the development of the agro-industrial complex and the assurance of the uninterrupted supply of the country with foodstuffs is being made."

At the same time the measures approved by the May Plenum on the improvement of the management of the sectors of the agro-industrial complex, the improvement of the economic mechanism and the strengthening of the economy of kolkhozes and sovkhoses, the increase of the material interest of agricultural workers in the results of production and the further improvement of the housing and sociocultural conditions

of the rural population are being implemented. In recent years the deliveries to kolkhozes and sovkhozes of vehicles have increased significantly, the composition of the machine and tractor pool has been updated qualitatively, the power-worker ratio of agricultural labor has increased. The Politburo endorsed the program of operations, which was submitted by the USSR Council of Ministers and envisages the production in 1986-1990 of tractors, tractor-drawn trailers, excavators, bulldozers, scrapers, trucks and vehicles, which meet the needs of plant growing, animal husbandry and fodder production. The implementation of the outlined measures will make it possible to achieve a significant increase of the quality of agricultural machines and their delivery in the amount necessary for the completion for the most part of the complete mechanization of farming and animal husbandry, which is called for by the Food Program.

This year the purchase prices for large-horned cattle, hogs, milk, grain, sugar beets, potatoes, vegetables and other products were increased. Considerable capital is being used for the strengthening of economically weak kolkhozes and sovkhozes and the assurance of their profitability. The profit of sovkhozes and other state agricultural enterprises for 1983 is being left almost entirely at the disposal of the farms for the expansion and economic stimulation of production.

The payment for labor is being improved at kolkhozes and sovkhozes. Increments for a continuous length of service are being established, the salaries of the managers, specialists and employees of sovkhozes are being increased (on the average by 30 percent), as is the role of the payment in kind for labor of kolkhoz farmers and the workers of sovkhozes.

The collective contract--one of the most important means of the accomplishment of the tasks outlined by the party, the increase of the creative activity of the workers of the countryside and the successful fulfillment of the Food Program--is being introduced extensively. In concluding an agreement with the administration, the brigade or link has land, vehicles and fertilizers placed at its disposal and acquires economic independence. Here the personal interests of each worker are successfully combined with the tasks of the farm on the increase of production and the increase of product quality. Experience shows that the collectives, which work in accordance with the contract, achieve higher indicators and a significant saving of material resources. Now tens of thousands of links and brigades have assimilated the advanced form of the organization of and payment for labor.

In conformity with the Food Program the social conditions of life in the countryside are being improved. It is a question of the expansion of the construction of well-appointed housing, mainly of the farmstead type, with outbuildings for the private plot. The state aid for the construction and maintenance of schools, children's preschool institutions, Pioneer camps, houses of culture, municipal, cultural and personal facilities and roads is also being increased. The medical and trade service of rural inhabitants is being improved.

The party believes that the further improvement of the housing and social conditions of life in the countryside is an indispensable component of the success of the entire matter of food and an important condition of the overcoming of the social differences between the city and the countryside. In the decree "On the Measures on the Assurance of the Fulfillment of the Plans of the Construction of Apartment Houses and Social Facilities" the CPSU Central Committee demands that

this work be stepped up in the countryside, especially in the Nonchernozem Zone of the RSFSR. This demand also has a direct bearing on cooperative organizations and enterprises.

And at the November (1982) CPSU Central Committee Plenum the overriding attention was devoted to the fulfillment of the decisions of the May Plenum, the implementation of the Food Program, the development of the fuel and power complex and the further increase of the material and cultural standard of living of the Soviet people. In 1983 in conformity with the assignments of the Food Program significant material and financial resources are being channeled into the development of the agro-industrial complex. Their total increase will come to 126.9 billion rubles.

The party is aiming the Soviet people so that these assets would yield a return already today and an even greater return tomorrow and would turn for the country into a substantial increase of high quality foodstuffs. In this connection the CPSU Central Committee is attaching great importance to the tightening up of state, labor and executive discipline in all the sections of the work, the improvement of the methods of management, the intensification of the policy of the economy of various types of resources and the campaign against all manifestations of lack of organization and mismanagement. The constant and effective monitoring of the fulfillment of the directives of the party and government, the adherence to principles and persistence in their implementation are an important condition of exemplary order in the labor collectives, which creates the necessary prerequisites for the punctual and smooth fulfillment of the plans and assignments and the Food Program.

At the conference of the first secretaries of the Central Committees of the Communist Parties of the union republics, the kray and oblast party committees, which was held in April of this year in the CPSU Central Committee, it was noted that new favorable economic conditions for the accomplishment of the tasks posed by the 26th CPSU Congress and by the Food Program of the country have been created in the country by the decisions of the May and November (1982) CPSU Central Committee Plenums and the subsequent decrees of the party and government. Production and technological discipline is increasing, the ties of agriculture and other sectors of the agro-industrial complex are being strengthened and their cooperation is improving. The workers of this sphere of the economy are directing their efforts toward the assurance of the more steady increase of food resources and the achievement of high end results.

At the same time in a number of republics, krays and oblasts there are serious shortcomings and miscalculations in the use of the production potential, the land and manpower resources.

The CPSU Central Committee believes that active work for the purposes of accelerating the rate of development of agriculture and solving the food problem is needed. Important and responsible tasks have been posed for this year for the workers of agriculture and the entire agro-industrial complex--to take specific steps on the increase of the efficiency of agricultural production and the assurance of the unconditional fulfillment of the set plan assignments. For this the necessary organizational and agrotechnical measures on the boosting of the yield and the increase of the gross harvests of grain, fodders and other products of farming are to be implemented. In animal husbandry the main efforts should be focused on the further intensification of the sector, the utmost increase of the productivity of livestock and poultry and the increase of the production of meat, milk and eggs.

The party demands the decisive improvement of all economic work in the countryside, the introduction of cost accounting and advanced forms of the organization of labor and production and the supply of the countryside with permanent personnel.

"In the accomplishment of the tasks which ensue from the decisions of the May Plenum and the Food Program," General Secretary of the CPSU Central Committee Comrade Yu. V. Andropov stressed in his statement at the conference, "a great role is assigned to the new organs of management--agro-industrial associations. The party committees should see to it that the new organs in the countryside would gain strength more rapidly. It is very important to help them from the start to choose the proper direction of their activity and to undertake in a practical manner the settlement of the basic questions of the development of agriculture and the agro-industrial complex as a whole."

The workers of consumer cooperatives, which are a component of the agro-industrial complex of the country, are obliged to make the maximum contribution to the accomplishment of these tasks. Cooperative organizations and enterprises should do everything that depends on them in order to promote in all the sections of their multisectorial activity the successful fulfillment of the program, which was outlined by the party, of the further growth of agricultural production and the increase of the well-being of the Soviet people.

In fulfilling the decisions of the May and November (1982) CPSU Central Committee Plenums and the Food Program of the country, the Board of the Central Union of Consumers' Cooperatives elaborated and is implementing a comprehensive program of the increase of the food resources of consumer cooperatives for the period to 1990. During the 11th Five-Year Plan it is planned to obtain 57.1 billion rubles of these goods--1.3-fold more than during the 10th Five-Year Plan; during the 12th Five-Year Plan 67.9 billion rubles--1.2-fold more as compared with the 11th Five-Year Plan. For the accomplishment of what has been outlined, measures are being implemented on the assurance of a leading growth rate of the purchases of agricultural products, wild fruits, berries, mushrooms, nuts and honey, the production of prepared foods, delicatessen and confectionary items and beverages at public dining enterprises, the obtaining of a weight gain of meat by the fattening of livestock and the raising of poultry.

The cooperative workers for the most part coped with the assignments of the first 2 years of the five-year plan. The plan of the retail commodity turnover was exceeded by 500 million rubles. The sale of many foodstuffs and industrial goods, especially cultural, personal and household items, increased. In all 33.5 million tons of potatoes, fruits and vegetables were purchased for the state resources. The volume of purchases of agricultural products at contract prices increased: meat--by 20.4 percent, poultry--by 30.7 percent, milk and dairy products--by 1.7-fold, eggs--by 30.3 percent. In 1982 cooperative industry produced goods worth 6.8 billion rubles, or 13.7 percent more than in 1980.

The party teaches not to be content with what has been achieved. The CPSU is directing the attention of the workers of our country to the fact that this year, 1983, is decisive for the five-year plan as a whole. For the workers of agriculture the main thing this year is to ensure the obtaining of the planned crop of grain, fodder, technical and other agricultural crops and to consolidate the positive changes which have emerged in animal husbandry.



The workers of consumer cooperatives should also take an active part in the accomplishment of these tasks, which were posed by the party for the workers of the countryside. It is necessary for the boards to increase the efficiency of the work in each link of the procurement system, and first of all to achieve the strictest state discipline and responsibility for the increase of the procurements of the products of plant growing and animal husbandry, the meeting of the obligations on the sale of products by all kolkhozes and sovkhoses and the broad coverage by contractual relations of private plots and horticultural and garden cooperatives.

At the April conference in the CPSU Central Committee it was noted that in a number of oblasts, krays and republics local resources are still not being utilized fully for the improvement of the supply of the population. It is a question, in particular, of the potentials of the private plots of citizens.

In order to eliminate these shortcomings, the cooperative workers should implement an entire set of measures on the improvement of the entire mechanism of purchases and on the increase of the assistance to the private plots and horticultural and garden cooperatives in the development of the production of agricultural products and the creation of the conditions for their organized marketing through the enterprises of consumer cooperatives. Experience shows that it is necessary to adopt everywhere a system of current and long-term agreements with the suppliers of products and to envisage in them the sale to private plots of young animals, concentrated fodders and agricultural implements, the supply of containers and the sale of goods of increased demand. The conclusion everywhere of agreements will enable the cooperative workers to actively influence the increase and the formation of the structure of the production of products on the private plots and at horticultural and garden cooperatives and to organize their purchase efficiently.

Now, when the workers of agriculture have launched the campaign for the achievement of a large crop of the third year of the five-year plan, the duty of cooperative workers is to organize everywhere the exemplary trade service of the workers of the countryside during the entire period of agricultural operations, especially during the harvesting of the crop. For this purpose permanent business contacts should be established with the farms and the other units of the agro-industrial complex, a precise plan of measures on the organization of service and procurements should be drafted and the daily monitoring of their fulfillment should be set up. To purchase on time, to store in full and to deliver to the consumer what the land and the labor of the rural worker bear, is one of the main tasks of the workers of consumer cooperatives.

The implementation of the Food Program is a national matter, and it requires the intensive labor of all the labor collectives of the city and the countryside, including cooperative workers. And this is very important. For by its nature and scale this program is called upon to ensure not only the increase of the well-being of the Soviet people, but also the progress of the entire national economy.

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## CONSUMPTION TRENDS AND POLICIES

### UKSSR CONSUMER COOPERATIVES REPORT 1981-1982 PLAN FULFILLMENT

Moscow SOVETSKAYA POTREBITEL'SKAYA KOOPERATSIYA in Russian No 5, May 83 pp 4-7

[Article by Secretary of the Central Committee of the Communist Party of the Ukraine Ya. Pogrebnyak: "The Main Criterion Is the End Result"]

[Text] The Soviet people are persistently implementing the large-scale program of economic and social development, which was elaborated by the 26th CPSU Congress. The party policy of increasing the material and cultural level of the Soviet people is being consistently implemented. This found vivid expression in the USSR Food Program, which was adopted by the May (1982) CPSU Central Committee Plenum.

The workers of the Soviet Ukraine under the guidance of party organizations are working intensely on successfully fulfilling the assignments of the Food Program. Specific measures on the further increase of the production of agricultural products have been elaborated and are being implemented in the republic, all the sectors of the agro-industrial complex are being rapidly developed.

The average annual production of grain during the 11th Five-Year Plan in the amount of 51-52 million tons and during the 12th Five-Year Plan in the amount of 53-54 million tons and of sugar beets respectively in the amounts of 57 and 60 million tons has to be ensured, during the current decade the gross harvests of sunflower seeds, fruits and berries have to be increased by not less than 1.4-fold and those of grapes have to be increased by 1.7-fold, the further increase of the production of potatoes and vegetables has to be achieved. Great gains have also been outlined by the stock breeders of the republic.

General Secretary of the CPSU Central Committee Comrade Yu. V. Andropov in a speech at the November (1982) CPSU Central Committee stressed: "...the fulfillment of the Food Program must not be dragged out. From day to day the workers of the agro-industrial complex must increase their efforts and work so that the vast capital, which is being allocated for the accomplishment of this task, would yield a return already today and an even greater return tomorrow." These instructions have become a guide to action for the workers of the countryside of our republic.

During the 11th Five-Year Plan the volumes of the purchases of grain, sunflowers, grapes, eggs and several other types of products increased. Everything is being done in order to fulfill the stepped-up plans of the current year on the production and deliveries of the products of agriculture to the state reserves, as well as on making up as much as possible the debt which was allowed in previous years.

The consumer cooperatives of the Ukraine, which are a component of the agro-industrial complex of the republic, are making a significant contribution to the implementation of the Food Program. The enterprises of trade and public dining are meeting the everyday needs of rural residents and are helping to improve the supply of the population of cities and workers' settlements with foodstuffs. A large amount of foodstuffs is being produced at cooperative enterprises. The consumer cooperatives make up a large proportion in the republicwide purchases: potatoes--62 percent, vegetables--41 percent, fruits--29 percent, melon crops--64 percent, eggs--32 percent. The total amount of purchases of agricultural products and raw materials from kolkhozes, sovkhoses and the population in 1982 came to nearly 2 billion rubles, which is 200 million rubles more than in 1981.

The improvement of the material and technical base of procurements, the strengthening of the business contacts with kolkhozes and sovkhoses and the increase of discipline and good organization in work contributed to the achievement of this.

The cooperative workers are performing much organizing work on the expansion of the purchases of surpluses of agricultural products at the private plots of citizens. Whereas in 1980 in the total amount of cooperative procurements the proportion of the agricultural products purchased from the population came to 55.6 percent, in 1982 it already came to 60 percent.

Cooperative organizations with the support of local party and soviet organs are persistently strengthening the material and technical base of procurements and are expanding the network of permanent procurement receiving centers. At present there are 9,700 of them. During 1981-1982 698 general-purpose procurement receiving centers were put into operation, while in all during the 11th Five-Year Plan their network will be increased by 3,250. Moreover, with the approach of mass procurements of fruits and vegetables more than 15,000 more seasonal centers are opened.

More than 11,000 purchasing agents are engaged in the procurement of surpluses of agricultural products. During the period of the harvesting of the crop the salespeople of rural stores and the cooperative members are additionally enlisted in this work. The deputies of the rural soviets actively assist the purchases.

Starting this year the state purchases of rabbits have been assigned to the cooperative workers. Party and soviet organs are giving here the utmost assistance in the improvement of the organization of the work, the equipment of the shops for the processing of rabbits and the implementation of measures on the improvement of the stock and the increase of the population.

For the purposes of developing private plots and increasing the interest of citizens in the sale of surpluses of agricultural products the republic government has allocated to consumer cooperatives for counterselling to suppliers mixed fodders, industrial goods of increased demand and passenger cars. The best suppliers, who are the winners of the rayon competitions, are awarded valuable gifts, passes to the Exhibitions of National Economic Achievements of the USSR and the Ukrainian SSR, tourist travel authorizations and monetary bonuses.

The purchases of agricultural products from the population have been organized well in Vinnitsa Oblast. In the past 5 years the purchases of meat and meat products increased by 21 percent. The procurements of eggs, beans, honey, dried fruits and

other products increased. First of all a well thought-out system of the organization of procurements, the introduction of new forms and methods of work and the strengthening of the material and technical base contributed to the success of the matter.

At present 1,750 procurement receiving centers are in operation in the oblast--in recent times their number has increased by nearly twofold.

The cooperative workers are working in close contact with the managers of the farms and the executive committees of the local soviets of people's deputies. The questions of the further development of private plots are regularly examined at the sessions of the executive committees. The kolkhozes and sovkhoses are helping the population to acquire young livestock and poultry.

The advanced know-how of the Vinnitsa cooperative workers is being used successfully in Odessa, Dnepropetrovsk, Crimean and other oblasts.

In the Ternopol Oblast Union of Consumers' Societies the well-arranged organization of purchases of poultry from the population is a great help in the increase of the meat resources. Here they have organized a poultry slaughtering shop and have mechanized the processing of poultry carcasses. Following the example of the Ternopol workers 23 such shops have already been created in the republic, while by the end of the current five-year plan it is planned to have a poultry slaughtering shop in every rayon.

The attention of cooperative organizations is being focused on the more complete utilization of such a substantial source of the supplementing of the meat resources as the fattening of animals and poultry at subsidiary farms with the use of food scraps. Now there are more than 1,600 centers for the fattening of hogs, poultry, large-horned cattle and rabbits in the system of the Ukrainian SSR Cooperative Union. Last year 109,000 quintals of meat were obtained here.

By the end of the 11th Five-Year Plan cooperative organizations should provide a weight gain of meat of 173,000 quintals. For this the material and technical base of subsidiary farms will be enlarged from 65,000 places. For the most part hog fattening yards for 400-500 head with the mechanization of labor-consuming processes are being built. The network of fattening centers at enterprises of public dining and procurements and at canneries is being expanded.

Significant reserves for the development of the fattening of hogs on food scraps exist, for example, in the Kiev, Chernigov and Zaporozhye Oblast Unions of Consumers' Societies.

The party committees are constantly aiming cooperative organizations toward the more complete utilization of the available opportunities for the increase of the resources of foodstuffs and the improvement of the supply of the population with food products.

In the Nikolayev, Chernovitsy and several other oblast unions of consumers' societies much still has to be done for the improvement of the purchases from the population of poultry, rabbits and livestock and for the increase of the rate of the procurement turnover as a whole. At times regrettable blunders are made in the



evaluation and forecasting of the crop, as happened last year, for example, in Khmel'nitskiy Oblast. As a result here the rural residents at times were denied the acceptable of apples, since they did not prepare in advance the necessary amount of packaging.

It must be emphasized that the supply of cooperative organizations with packaging requires more attention on the part of the Central Union of Consumers' Cooperatives and the USSR State Committee for Material and Technical Supply.

The cooperative organizations of the republic are striving to increase the transportation and storage of potatoes, fruits and vegetables in containers. This is an important condition of the keeping capacity of products. Unfortunately, there are not enough containers. In the system there are only 80,000 with a need of 700,000. Insufficient mechanisms for the loading and unloading of containers are also being allocated.

The workers of the countryside need means of small-scale mechanization for the working of private plots--small tractors, single-axle motorized blocks with a set of pull-type tools, mowers, motorized cultivators. It is necessary for industry to expedite their series production. Incidentally, back in 1980 the Voroshilovgrad Motor Vehicle Assembly Plant of the USSR Ministry of the Automotive Industry assimilated the prototype of a 6-hp motorized block with a set of tools for the tilling of the soil, a cart for the hauling of loads and an attachment for the cutting of wood. There are thousands of orders from the population for the purchase of this motorized block, but its series production is being delayed.

The cooperative food industry of the republic has developed into a large sector. Its fixed capital now exceeds 600 million rubles. In 1982 the Ukrainian SSR Cooperative Union fulfilled the plan on the sales volume of products, nearly 2 billion rubles of them were produced. In 2 years of the 11th Five-Year Plan the production of products increased by 18 percent. As a whole 1 ruble in 4 in the retail commodity turnover of foodstuffs was obtained by means of internal production. This made it possible to improve the trade in canned fruits and vegetables, sausages and smoked foods, nonalcoholic beverages and to provide the rural population practically completely with industrially baked bread.

The work on the further increase of production capacities by the renovation and retooling of operating enterprises and the construction of new ones is being continued. During 1981-1982 8 bakeries with a capacity of 411 tons of products a day were put into operation, which made it possible to increase appreciably the baking of bread, buns and confectionary items.

The fact that the Board of the Ukrainian SSR Cooperative Union concentrated the management of the production of all types of food products in a single administration, also promoted the improvement of production. Now the available production potential is being used better, more favorable conditions have formed for the quickest possible increase of the output of products with fewer expenditures. The oblast unions of consumers' societies, in improving the organizational forms of management, are setting up trusts and associations. On the rayon level the isolated works are being concentrated in associations and combines of the food industry.

Along with this the cooperative organizations are taking steps on putting to use other reserves of the further expansion of production, first of all by the more complete utilization of capacities, the increase of labor productivity, the introduction of advanced technology and the mechanization of labor-consuming processes.

For example, in the Kharkov, Voroshilovgrad and several other oblast unions of consumers' societies there are reserves for the increase of the production of sausage products. Here the level of their production is considerably lower than in the Lvov, Vinnitsa and Ternopol Oblast Unions of Consumers' Societies.

The Ukrainian SSR Cooperative Union is commissioned by the measures outlined in the republic on the fulfillment of the decisions of the May (1982) CPSU Central Committee Plenum and the implementation of the Food Program to persistently put to use the reserves of the further increase of the output of the food industry. By means of new construction, the renovation and retooling of operating enterprises and shops the capacities for the production of canned goods will be increased by 1990 by 150 million conventional cans, sausage products—by 15,000 tons, nonalcoholic beverages—by 7 million dl.

Measures on the introduction of waste-free technology and the efficient and economical use of raw material, fuel and energy resources are being implemented—the bulk transportation of flour and the processing of whey are being expanded, units for the drying of pressed fruit residues, which are used when producing confectionary items, as well as for fodder for livestock, are being introduced at canneries. By means of the introduction of waste-free technology and the efficient use of raw materials in sausage production 1,800 tons of meat were saved last year. It has been decided to double this indicator by the end of the five-year plan.

In striving for the reduction of the consumption of vegetable oil for the greasing of bread molds, at the Crimean and Kiev Oblast Unions of Consumers' Societies they built shops in which the molds are coated with a polymeric film. A similar large shop with a productivity of up to 1 million bread molds a year will be built at the Poltava Oblast Union of Consumers' Societies. This will make it possible to save annually 2,000 tons of vegetable oil.

The cooperative organizations are enlarging the assortment and improving the quality of the products being produced. For example, the production of about 250 descriptions of canned fruits and vegetables has been assimilated by canneries. Steps are being taken on the increase of the production of fruit paste, jam, preserves and products made from wild raw materials, the demand for which for the present is not being met completely.

A vital task is the introduction in production of the achievements of scientific and technical progress and the decrease of the use of manual labor. Unfortunately, its accomplishment is being checked due to the lack of technological equipment and means of mechanization. The need of the cooperative food industry of the republic for them is being met by only 20-30 percent, while for spare parts it is being met even less.

Steps are being taken in the republic on the production of the lacking equipment and means of mechanization at cooperative machine building enterprises and the plants of other departments. The production of cucumber washing machines, kneaders, pastry baking units, stackers of intermediate dough products, sausage-filling

machines, lard cutters, bottling and capping machines and others has been assimilated. But this solves the problem only in part.

The trade service of rural workers--those who grow the grain and supply the products of animal husbandry--is an important section in the matter of implementing the Food Program.

First of all the cooperative workers are devoting much attention to the improvement of trade directly at the sites of agricultural operations--in the field, in tractor brigades and at livestock farms. For this more than 1,400 stores on wheels and 18,000 delivery carts are being used, "Good Turn" truck trailer trains are being formed. In consultation with the kolkhozes, sovkhoses and local soviets of people's deputies this spring the schedules and routes of their movement were revised and improved. A work schedule of trade enterprises, which is more convenient for the population, was established. The hours of trade in the morning and evening were extended. In the rayon centers and villages all the food and nonfood stores are open on Saturdays, the majority of them operate on Sunday. The number of stores with extended hours was increased by several times.

The sale of cultural, personal and household goods, the proportion of which came to 45 percent in the turnover of nonfood consumer items, is increasing rapidly. Now there are 79 televisions, 68 radios, 49 refrigerators and 60 washing machines per 100 rural families.

The workers of public dining are also making an appreciable contribution to the implementation of the Food Program. More than 23,000 dining rooms, cafes and restaurants with seats for more than 1 million are now in operation in the republic. Their commodity turnover comes to about 1.3 billion rubles, the products of their own making come to 650 million rubles. By the end of the five-year plan the cooperative dining room will be enlarged by 50,000 seats, the output of products of their own making will increase by 40 million rubles. In all 44 delicatessen factories will be built, 278 shops for the production of prepared meat and fish, flour and vegetable dishes will be opened.

The party and soviet organs of the republic are constantly displaying attention to the activity of cooperative organizations, directing their attention to the fact that the end result should be its main criterion. The fulfillment by consumer cooperatives of the assignments of the Food Program is systematically being checked by the Central Committee of the Communist Party of the Ukraine and the government of the republic. These questions are examined at the plenums and meetings of the bureaus of the party committees, at the sessions and meetings of the executive committees of the soviets of people's deputies.

Other forms of work are also being used. Some oblast party committees and oblast soviet executive committees are applying in practice the joint consideration with the Board of the Ukrainian SSR Cooperative Union of questions of the further development of consumer cooperatives.

A joint decree was adopted in July of last year for Kirovograd Oblast. In it the assignments on the improvement of the activity of the sectors of the cooperative sector and the strengthening of the material and technical base are established specifically, for each rural rayon. Recently the bureau of the oblast party

committee as a check examined the progress of the fulfillment of the outlined measures. In the oblast the work on the more complete utilization of the opportunities for the development of trade in the countryside, the expansion of the purchases of agricultural products from kolkhozes and the population, the increase of the production volumes of industrial products at cooperative enterprises and the increase of the fattening of animals at the subsidiary farms of consumer cooperatives has been stepped up.

In 1982, for the first time in recent times, the Kirovograd Oblast Union of Consumers' Societies fulfilled the plan on capital construction. The kolkhozes and sovkhozes of the oblast are actively participating in the development of the cooperative material and technical base.

The oblast and rayon party committees have increased their activity in the performance of party political and educational work in the labor collectives of consumer cooperatives, have tightened up the management of primary party organizations and are constantly working at increasing their militancy. Steps are being taken on the improvement of the structure of cooperative primary party organizations, the assurance of the more correct placement of communists and their reinforcement with personnel.

In the system there are now 1,728 primary party organizations which unite 42,000 communists. We are posing the task to increase the party stratum first of all on the local level--rural consumers' societies, enterprises of trade, procurement and production, among materially liable workers.

The Marinskiy Rayon Party Committee of Donetsk Oblast, the Zbarazhskiy Rayon Party Committee of Ternopol Oblast, the Cherkasskiy and Korsun-Shevshenskivskiy Rayon Party Committees of Cherkassy Oblast and the Menskiy Rayon Party Committee of Chernigov Oblast are performing much work in this direction.

In the past 2 years the primary party organization of Zbarazhskiy Rayon, for example, increased by 16 percent. The best workers of the mass occupations were admitted to the party. This made it possible to reinforce the lagging sections with communists. As a result now more than 90 percent of the enterprises of trade and public dining are always coping with the plans of the commodity turnover, the assignments on the development of procurement and the production of consumer goods are being fulfilled.

At present 98 percent of the chairmen of the boards of rayon cooperative organizations, their deputies and the directors of rayon procurement offices and 89 percent of the directors of retail trade enterprises have a higher and secondary specialized education, 93 percent of the materially liable people have received specialized or occupational training.

For example, the Volyn Oblast Party Committee and the rayon party committees, which are giving assistance daily to the rayon unions of consumers' societies in the strengthening of the management of procurement offices, consumers' societies and large trade and production enterprises, are doing considerable work on the reinforcement of the cooperative personnel. Many communists and Komsomol members have been sent to work in cooperative organizations and enterprises. The activity of cooperative organizations and enterprises is constantly being discussed at the



meetings of the bureaus of the oblast party committee and the rayon party committees, at the meetings of the party economic aktiv, in the executive committees and at the sessions of the rural, rayon and oblast soviets of people's deputies. Recently the question of the state of the trade and personal service of the workers of the oblast was examined at the plenum of the oblast party committee.

As a result the oblast union of consumers' societies exceeded the plan of the retail commodity turnover of the first 2 years of this five-year plan by 6.2 million rubles, produced at its industrial enterprises additional products worth 4.5 million rubles, accomplished the plan of obtaining the weight gain in the fattening of hogs, as well as increased by purchases of meat and meat products from the population last year as compared with the preceding year by 33 percent. For the high indicators of procurement activity the oblast union of consumers' societies in accordance with the results of the socialist competition for 1982 was awarded the Challenge Red Banner of the Central Committee of the Communist Party of the Ukraine and the republic Council of Ministers.

It must be said that party and soviet workers have begun to go more often to the rayon unions of consumers' societies and the consumers' societies, procurement offices and production enterprises, to give assistance locally in the settlement of questions connected with the improvement of cooperative activity. The monitoring of the observance of party, state and labor discipline, the timely and complete fulfillment of the decisions being made and the establishment in the style of work of a high level of organization, efficiency, an attentive and sympathetic attitude toward the needs of people and the intolerance of any violations and abuses has been intensified.

The workers of the consumer cooperatives of the Ukraine, by directing their efforts at the implementation of the decisions of the May and November (1982) CPSU Central Committee Plenums, are striving to make a worthy contribution to the implementation of the Food Program. Having developed socialist competition extensively, they are working persistently on the fulfillment of the assignments and socialist obligations of the third, middle, year and the 11th Five-Year Plan as a whole.

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